Patrizzi & Co

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promotional tour:

Shanahai (Park Hyatt): 29-31 July Geneva (Patrizzi & Co): 27-29 August London (Asprey): 3-5 September New York (Tourneau TimeMachine): 10-12 September Milan (Pisa Orologeria): 17-18 September Monaco (Monaco Yacht Show): 23-24 September

EXCEPTIONAL CHARITY AUCTION

ON THE OCCASION OF THE 19TH MONACO YACHT SHOW **MONACO**

ALL PROCEEDS GO TO RESEARCH ON DUCHENNE MUSCULAR DYSTROPHY

watches comprising unique pieces, prototypes and first of a limited series

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HSH PRINCE ALBERT II OF MONACO



12th June 2009

Since its creation, I have given my support to Only Watch, the auctioning of unique wristwatches made by thirty of the most prestigious Swiss watch manufacturers for research on Duchenne muscular dystrophy.

In four years, the success of what could have originally seemed to be an ambitious gamble has been confirmed. The first two auctions marked by the exceptional funds raised in 2005 and 2007, have enabled Only watch to resoundingly demonstrate its efficiency and its usefulness.

Your mobilisation proves to us that these actions are going to be long-lasting. And progress can only be imagined as a long-term perspective as we are dealing with Duchenne muscular dýstrophy.

Thanks to the continuous action of the Monegasque Association Against Duchenne Muscular Dystrophy, thanks to all of you, real therapeutic prospects are emerging. Clinical tests have started. So now is the time to redouble our efforts.

I am convinced that the 2009 auction will live up to our mutual expectations.



Luc Pettavino, President Association Monégasque Contre les Myopathies

"What we do for ourselves dies with us. What we do for others and the world remains immortal."

nly Watch has been done for others and the world. That's for sure.

Only Watch is an exceptional charity auction. It's also a unique occasion for a Chief of State, Watch Manufacturers, an Auction House, Collectors, Lovers of Beauty, Press and Media, Partners and Sponsors, an Association, Show Organizers... women and men from different horizons to take part into a project to protect and extend human life; and more precisely, to notably contribute to therapeutic treatments of a still incurable disease that affects tens of thousands of children across the world: Duchenne Muscular Dystrophy (DMD).

One of the challenges of the 21st century is to repair genes responsible for serious illnesses like DMD. Only Watch 05 and 07 provided exceptional fund-raising opportunities (€1.9 million and €2.7 million respectively) giving Association Monégasque contre les Myopathies the extraordinary privilege to significantly support and coordinate various international research teams working on this pathology (see the 2009 overview of the International Collaborative Effort AMM finances thanks to Only Watch. on the following pages).

Paul is 13.
Paul is our son.
He goes to junior high and has his friends.
He has numerous qualities and skills (some of which you

will discover on Louis Vuitton pages of this book). He sings like an angel. He is kind and easy to live with.

Paul also suffers from Duchenne Muscular Dystrophy like Philippe, Julien, Justus, Saul, Luca, Peter...

My wife, my daughter and myself have never been angry against this disease, mainly thanks to Paul, showing us the way to wisdom and acceptance coupled with the discreet inner will of being cured in order to live like the other children of his age.

Part of the child we all were still lives in us. And our duty as adults is to not forget about him or her by offering another child, thanks to these numerous talented contributions, the possibility to project himself into the future and grow.

So, to each of you, to each of us, my warmest thank you.

uchenne Muscular Dystrophy is a rare genetic illness affecting 1 boy out of 3500. It is a severely degenerating disease. Characterized by a progressive weakening of muscles and leading to pulmonary and cardiac complications that can jeopardize the functioning of vital organs. Children affected by DMD are increasingly dependent of an environment requiring constant help and comfort treatments.



Paul Pettavino Surrounded by his Parents, Monique and Luc

International Collaborative Effort (ICE)



Towards clinical trials for DMD using gene and cell therapies combined with exon skipping

2009

€ 1.7 million

distributed by Association Monégasque contre les Myopathies

1 goal

Overcome enduring hurdles in order to initiate clinical trials using exon skipping strategies

2 promoters

Association Monégasque contre les Myopathies Duchenne Parent Project France

4 countries

France, Italy, United Kingdom, U.S.A

12 institutions

INSERM
University of Milan
University College London
King's College London

Royal Holloway University London
University of Rome
University of Oxford
University of Pennsylvania
National Institute of Health Bethesda
Institut de Myologie Paris
Imperial College London
INSERM-Transfer

15 partners

Thomas Voit, Myology Institute, Pitié-Salpêtrière Hospital, Paris Jamel Chelly, Cochin Institute, Cochin Hospital, Paris Luis Garcia, Pierre & Marie Curie University, Myology Institute, Paris Gill Butler-Browne, Pierre & Marie Curie University. Myology Institute, Paris Olivier Danos, Necker Hospital, Paris, & University College, London Francesco Muntoni, Institute of Child Health & Great Ormond Street Hospital, London Kay Davies, Oxford University George Dickson, Royal Halloway University, London Dominic Wells, Imperial College, London Simon Hughes, King's College, London Irene Bozzoni, Sapienza University of Rome Yvan Torrente, University of Milan, Maggiore Policlinico Hospital, Milan Lee Sweeney, University of Pennsylvania, Philadelphia Robert Kotin, NHBL, National Institutes of Health, Bestheda Anton Ottavi, Inserm-Transfert, Lyon, France

90 researchers and clinicians

6 work packages

- 1 Evaluation of the therapeutic value of truncated dystrophins completed by exon skipping
- 2 Design and upgrading optimized-snRNAs for dystrophin rescue
- 3 Autologous stem cell therapy using LV vectors encoding opt-snRNAs
- 4 Widespread delivery of AAV vectors encoding opt-snRNAs:
 Clinical relevance in GRMD
 5 Design of the future clinical trials
 6 Management

42 deliverables

4 scientific advisors

Jean-Claude Kaplan (France) Terry Partridge (UK) Adrian Trhasher (UK) Berch Griggs (USA)

1 scientific coordinator

Luis Garcia (France)

Associated research laboratories

Christian J. Leumann,
Department of Chemistry and Biochemistry
University of Bern, Switzerland
Daniel Schümperli, Institute of Cell Biology
University of Bern, Switzerland

€ 350,000

distributed by
Association Monégasque contre les Myopathies
since 2007

exon skipping:

an innovative technique called RNA surgery, that allows cellular mechanisms "to ignore" the affected part of the gene carrying the anomaly responsible for the disease.

Osvaldo Patrizzi, CEO Patrizzi & Co Auctioneers

Before I dive into the exciting details of this event, I would especially like to thank His Serene Highness Prince Albert II, who, in his generosity, wanted to sponsor this occasion for the third time running. Undoubtedly, without the Prince's support this event would not have generated so much interest and enthusiasm.

Only Watch is ready to part on its vast itinerary around the world; it's ready to show the multitude of collectors of "haute horlogerie" the masterpieces especially made for this project and the "savoir faire" of the Swiss watch manufacturers. Dedication and generosity are the key factors in assuring that this year's Only Watch is of the highest level and international significance.

Two important factors deeply affected my decision to renew this biennial engagement. The first centers on the whole reason for the event in the first place – due to the money raised from the previous two events, much progress, has been made in the research on Duchenne Muscular Dystrophy. It is a small light at the end of the tunnel, but while small, we have made a difference.

These results have given us hope and made us profoundly aware of how good it feels to be intimately involved in this project. The second deciding factor relates to the appreciation and verification of the importance and beauty of the product itself.

This year, Luc Pettavino and I wanted to make Only Watch the runway gala world event of extraordinary watches – for all to see! And thanks to the watch manufacturers, we succeeded.

This edition has been a pleasant surprise for all of us. Envisioning and studying these marvelous objects has not only provoked dreams of the amount of money that will be raised for a good cause, but also the discovery that new forms are taking shape as today's (and tomorrow's) horology is being sketched out – a new wave of artists, micro mechanical artists, who see wristwatches as a new form of expression in art.

On the one hand, we find prestigious manufacturers that are evolving and yet working in the purest of tradition, producing excellent instruments of the highest technologies and design, guided by reputations that have been established from decades of impeccable product.

These are those who rigorously uphold the golden rules of horology: precision, reliability, information, and esthetics.

On the other hand, we find the new generation of entrepreneurs whose idea of the evolution of classic horology no longer regards the watch as a practical or precious object, but rather, imagining the watch as an artistic miniature masterpiece – a mechanical sculpture to be worn.

We find splendid Kinetic Art that searches for a new clientele among the great modern art lovers of the world, where art in motion is their passion.

For me, who has a reputation as a horological historian, this has been a true revelation. To promote artists that are so similar, and yet so completely different, in the same event, not only is a pleasure but an honor. Co-



organizing this project has been a privilege – a privilege to shed light on the art of collecting on the international stage, drawing the appreciation and value which will ultimately contribute to scientific research.

As for our part, as has become our tradition, all money from the sale of these timepieces – 100% – will go to the Association Monégasque contre les Myopathies. The same holds true for all of the Sponsors/Manufacturers, and all of the publicity and promotion of this event. But surely, the thousands of watch enthusiasts who have been drawn to Only Watch will reward these watch manufacturers down the road by their appreciation of, and interest in, their magnificent timepieces.

Patrizzi & Co, together with the organizers of the Monaco Yacht Show, have contributed to the visibility of this grand occasion, producing a luxurious catalogue that demonstrates the humane approach of the manufacturers, their technical prowess, and also pays tribute to the efforts made by these manufacturers. This publication is more than just an auction catalogue – it is more of a coffee table book that we hope will give you pleasure with the turning of each page, and a book that you will save as a reference book for the future.

Enjoy, and we hope to see you on September 24 in Monaco!



TOP: HSH PRINCE ALBERT II, REPRESENTATIVES OF THE PARTICIPATING BRANDS, ASSOCIATION MONEGASQUE CONTRE LES MYOPATHIES, AND THE PATRIZZI TEAM AT THE DECEMBER LAUNCH OF ONLY WATCH OQ.

BELOW: HSH PRINCE ALBERT II, ITA MCCOBB, OSVALDO PATRIZZI, LUC PETTAVINO AT THE DECEMBER LAUNCH OF ONLY WATCH 09.

World Tour Exhibitions

SHANGHAI

29 July to 30 July 31 July

2 p.m. to 8 p.m. 2 p.m. to 6 p.m.

Park Hyatt Shanghai

100 Century Avenue Pudong New Area, Shangahi, 200120 People's Republic of China

Tel: +86 21 6888 1234
Fax: +86 21 6888 3400
www.parkhyattshanghai.com

GENEVA

27 August to 29 August 10 a.m. to 6 p.m.

Patrizzi & Co

9 rue de la Cité 1204 Geneva Switzerland

Tel: +41 22 318 28 38 Fax: +41 22 318 28 99 www.patrizziauction.com

LONDON

3 September to 5 September 10 a.m. to 6 p.m.

Asprey London

167 New Bond Street London W1S 4AY United Kingdom

Tel: +44 (0) 20 7493 6767 Fax: +44 (0) 20 7491 0384

www.asprey.com

NEW YORK

10 September to 12 September 10 a.m. to 6 p.m.

Tourneau TimeMachine

12 East 57th Street New York, NY10022 USA

Tel: +1(212) 758-7300 Fax: +1(212) 838-3535 www.tourneau.com

MILAN

17 September to 18 September 10 a.m. to 1:30 p.m. and 2:30 p.m. to 6 p.m.

Pisa Orologeria

Via Montenapoleone, 29 I-20121 Milano Italy

Tel: +39 02 762081 www.pisaorologeria.com

MONACO

23 September to 24 September 10 a.m. to 6 p.m.

Monaco Yacht Show

Monaco www.monacoyachtshow.mc

Auction Timetable

Thursday 24 September, Monaco Yacht Show

The auction starts at 6:00 p.m.

Sydney:	2:00 a.m.	Istanbul:	7:00 p.m.
Los Angeles:	9:00 a.m.	Moscow:	8.00 p.m.
New York:	12:00 p.m.	Abu Dhabi:	8.00 p.m.
Miami:	12:00 p.m.	Hong Kong:	midnight
London GMT:	5:00 p.m.	Beijing:	midnight

Geneva: 6:00 p.m. Tokyo: 1:00 a.m. (25 September)





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PARK HYATT SHANGHAI

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Exhibition Shanghai

Park Hyatt Shanghai

Wednesday 29th to Friday 31th July 2009

29 July to 30 July - 2 p.m. to 8 p.m. 31 July - 2 p.m. to 6 p.m.

Only Watch 09 is proud to be starting its world tour in China and in particular in Shanghai at the famous Park Hyatt Shanghai the world highest hotel.

The exhibition will take place in the Salon VI on the 86th floor of the hotel.

Park Hyatt Shanghai is a sophisticated modern Chinese residence occupying the 79th to 93rd floors of the Shanghai World Financial Centre (SWFC), otherwise known as "The Vertical Complex City" in the heart of the Lujiazui business district in Pudong, Shanghai

Park Hyatt Shanghai 100 Century Avenue Pudong New Area, Shangahi, 200120 Peoples Republic of China

> Tel: +86 21 6888 1234 Fax: +86 21 6888 3400

email: shanghai.park@hyatt.com www.parkhyattshanghai.com

Patrizzi & Co



MILAN
24 May 2009
Lot 27
Signed H.E.W.,
probably Germany, circa 1620

Sold for € 205,000



GENEVA 18 November 2008 Lot 388 Breguet N° 2807 Sold for CH 1,100,000



SUN NOV

MILAN
22 March 2009
Lot 12
Rolex Oyster Perpetual Ref. 6062
Sold for € 197,000

GENEVA 19 April 2009 Lot 263 Patek Philippe, Genève, Ref. 3974 Sold for CH 410,000

Free valuations
Wristwatches - Pocket Watches - Clocks - Watchmaking Tools

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Exhibition Geneva

Patrizzi & Co

Thursday 27th to Saturday 29th August 2009

10 a.m. to 6 p.m.

Patrizzi & Co Geneva is happy to be hosting the Swiss exhibition of Only Watch 09 at our showroom in the heart of Geneva's Old Town.

Most people, even vaguely connected with the world of watchmaking and watch collecting, have heard of Osvaldo Patrizzi and the decades of passion and energy he has dedicated to building watch collecting to the global interest we know today.

The Patrizzi & Co's auctioneering concept means you can bid at a Patrizzi & Co auction in the auction room, online via the latest in IT solutions, via the telephone, or by written bid

- making the auction event simple, fun and even more efficacious.

Patrizzi & Co 9 rue de la Cité 1204 Geneva

Tel: +41 22 318 28 38 Fax: +41 22 318 28 99

e-mail: geneva @patrizziauction.com www.patrizziauction.com



Exhibition London

Asprey London

Thursday 3rd to Saturday 5th September 2009

10 a.m. to 6 p.m.

The London exhibition of Only Watch 09 will take place at the prestigious premises of Asprey London situated in the famous New Bond Street. Asprey is world renowned for its fabulous craftsmanship, design and objects to treasure. The building that houses Asprey London is itself among the most elegant in London.

Asprey, a name synonymous with refinement and luxury, has developed over generations into the finest British jeweller and luxury goods house. Expert jewellery, leather and silver design, steeped in individualistic British style, have given Asprey its unrivalled reputation.

The stunning Bond Street store designed by Lord Norman Foster comprises several historically significant listed buildings. Created with a glass roof atrium and a grand central staircase, the store provides a superb backdrop for this long established luxury goods company.

Asprey London 167 New Bond Street London W1S 4AY

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COSTA MESA LOS ANGELES CANOGA PARK SAN JOSE SAN FRANCISCO HONOLULU BEIJING SHANGHAI MACAO

SHOP-AT-HOME: 800.348.3332 TOURNEAU.COM

Exhibition New York

Tourneau TimeMachine

Thursday 10th to Saturday 12th September 2009

10 a.m. to 6 p.m.

The New York exhibition of Only Watch 09 will be held at the world famous Tourneau TimeMachine watch store in the heart of New York City.

Tourneau, the world's largest watch store, marketing over 100 different brands – including their own eponymous brand – in more than 8,000 unique styles, is authorized to sell and service every major watch brand.

You can also shop online with confidence for many fine timepieces from their new and Certified Pre-Owned watch collections.

Tourneau TimeMachine 12 East 57th Street New York, NY 10022

Tel: +1 (212) 758-7300 Fax: +1 (212) 838-3535

www.tourneau.com



Exhibition Milan

Pisa Orologeria

Wednesday 17th to Thursday 18th September 2009

10 a.m. to 1:30 p.m. and 2:30 p.m. to 6 p.m.

The Milan exhibition of Only Watch 09 will be held at the world prestigious Pisa Orologeria watch store in the heart of Milan.

The elegant Pisa Orologeria group of stores is famous throughout Italy for being the place to purchase some of the most famous and most sought after watch brand's in the world.

Pisa Orologeria Via Pietro Verri (ang. Montenapoleone 9) I-20121 Milan, Italy

> Tel: +39 02 762081 Fax: +39 02 76007014

e-mail: pisamail@pisaorologeria.com www.pisaorologeria.com 500 of the industry's leading companies

The highest calibre of guests & participants

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A commitment to continued research into Duchenne Muscular Dystrophy

A world-renowned charity auction - Only Watch 09 Exhibition:

Wednesday 23 to Thursday 24 September 2009

Auction:

Thursday 24 September 2009, 6:00 pm

Welcome to Monaco Yacht Show

www.monacoyachtshow.com









The Auction Guide

Our most grateful thanks to:

His Serene Highness Prince Albert II of Monaco

The 34 watchmaking brands

Everyone at the Monaco Yacht Show

Everyone at Patrizzi & Co

Everyone around the world who have so generously given their time and support

All the **press** for giving the event such splendid media coverage.

DeWitt

Richard Mille

WORLD TOUR PARTNERS

Many thanks to the following for kindly offering the venues for the world tour exhibitions:

Park Hyatt Hotel, Shanghai - Hotel Group

Asprev, London - Luxury Goods Store

Tourneau TimeMachine. New York - Fine Watch Store

Pisa Orologeria, Milan - Fine Watch Boutique

PARTNERS

Our thanks to all those who generously gave their specialist services to make this event a success:

Base Graphic Management for ensuring all the catalog images were perfect

CID Auditeurs for setting up the website for the Monaco Association against Muscular Dystrophy,

Etude Maitre Escaut-Marquet under the aegis of which the auction will take place,

Fondation Haute Horlogerie for their unstinting work to promote high watchmaking,

Graphic Service for printing services,

Grafiche Mariano for sponsoring and printing these catalogs

Hurun Report for partnering the Shanghai exhibition,

La Langue du Cameleon for the graphic design of communication tools,

Lanson Champagne whose divine bubbles added such sparkle to the cocktail receptions

Leonard Green & Partners for partnering the New York exhibition,

Luxury Hotels of the Principality of Monaco,

Mediacom for the plasma screens and the audio equipment,

Monaco Telecom for the phone and fax lines and ADSL internet connection

Monte Carlo Accueil for organizing the hostesses during the Monaco exhibition and the auction,

MS2 for producing signs and banners,

Narmino Fleurs for flower decoration.

Office Maritime Monegasque for their logistics and transport services,

Peony Kiu for her help in China

Premiere for sponsoring the distribution of the catalogs

Promexpo for the custom made ONLY WATCH stand,

Securite Privee Monegasque for the security at the exhibition,

Twice2 for creating the invitations.

MEDIA PARTNERS

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REGISTERING TO BID Each client wishing to bid at auction is required to register before the sale and to fill out a registration form. All persons registering to bid at auction need to present a photographic proof of identity in order to receive a bidding number and, on the day of the auction, a bidding paddle.

Clients may register in advance during any of the preview exhibitions scheduled prior to the sale or through Patrizzi's Geneva office (9 rue de la Cité, CH-1204 Geneva, Switzerland, Tel. +41 22 318 28 38). First time buyers are encouraged to register in advance so that the required credit references can be processed in a timely fashion. Clients can also register prior to the sale at the reception desk at the location of the auction. Clients are able to pick up their bidding paddles on the day of the sale, prior to bidding at the auction, at the reception desk.

BIDDING IN THE SALEROOM Lots offered for sale are auctioned in numerical order as they appear in the catalog. Each lot being auctioned is announced by the auctioneer, as well as shown live or illustrated on a screen in the saleroom.

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If you are unable to bid in person at the auction, you can submit an absentee or written bid order. The written Bid form can also be found on Patrizzi's website at www.patrizziauction.com and can be requested at preview exhibitions or from any one of Patrizzi's offices. Bid forms should be completed and signed, then faxed to Patrizzi at +41 22 318 28 99 or mailed to Patrizzi's Geneva office at 9 rue de la Cité, CH-1204 Geneva, Switzerland. E-mail bids can only be submitted if they include a scanned version of a validly and legibly

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- · Auction monitoring in major currencies, includ-

ing the bidder's currency of choice;

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To help familiarize prospective buyers with Patrizzi's online bidding system, a bidding simulator is available at www.patrizziauction.com.

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- Submit the duly completed registration form to Patrizzi's secure website.
- Approved bidders will receive an email notification with a paddle number and PIN.
- Registered online bidders are encouraged to familiarize themselves by using the auction simulator on www.patrizziauction.com before any auction.

Once the auction catalog is available online, with the use of a paddle number and PIN, prospective buyers can place absentee bids online or bid online at a live interactive auction. Written absentee bids are accepted online only up to two hours prior to the start of the live interactive auction. On auction day, registered online bidders connect to

www.patrizziauction.com to follow instructions for live interactive bidding, using their paddle and PIN

For those who want to follow the live auction in progress, no registration is needed to view a live internet broadcast. For additional information about online bidding, terms, conditions of use and Conditions of Sale, visit www.patrizziauction.com.

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- For information regarding payment policies, please contact Alex Cohendet at Patrizzi Geneva, Tel. +41 22 318 28 38
- For payment instructions: IBAN: MC58 1199 9000 0101 7499 6000 119 SWIFT: UBSWMCMXXX

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The Masters of their Métiers – my Only Watch Adventure

Іта МсСовв

hen Osvaldo Patrizzi and Luc Pettavino asked me to write this auction book I had no idea of the adventure it would become and the fascinating people I would meet along the way.

What has been most marked in the whole adventure is the commitment of the various watch brands to do their absolute utmost to produce something memorable.

To support through Only Watch 09, the work of the Monaco Association against Muscular Dystrophy and to do this in an utterly compassionate way.

Everyone I met at the watch brands spoke enthusiastically of Only Watch and their absolute joy in creating something special for the event – from state-of-the-art master watchmakers to brands that are better known for their exquisite jewelry – all were totally enthusiastic.

My journey took me to large manufactories in major cities, where literally 100s of people were involved in creating a special piece for Only Watch, to visiting a watchmaking genius deep in the Jura, and always with the same response of pleasure to be able to talk about their special creations and the technical details and challenges of creating such a piece.

If I've learned anything from this adventure it is that watch-makers are absolutely passionate about their work – and strangely enough – are so engrossed in what they are doing that they often don't get around to putting a sign outside their premises.

This is not of course a criticism, but it can make for some very interesting travels when you find yourself lost high in the mountains on a winter's day surrounded by snow – more than twice the height of your car – and the only person you see to ask the way is a skier who jumps the road ahead of you leaving you no time to ask ...

There were so many special moments in this adventure that it is difficult to write about them all but some must be mentioned: the ruby that was put into my hand at Van Cleef & Arpels that made all my hair stand on end – no it isn't a lie as those present will attest to – and talking to each brand's master watchmakers, and realizing the incredible advances that are being made in high watchmaking today and which the brands they represent have generously incorporated into the unique pieces they have donated to Only Watch.

In all it has been a very humbling experience. I thank you all, especially Sergio Petrelli for making this auction book look so beautiful and Osvaldo Patrizzi and Luc Pettavino for giving me this once-in-a-lifetime opportunity to meet and talk with these masters of their watchmaking métiers.

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GERALD GENTA, "THE MASTER"

Inventive and bold, Gérald Genta is one of the greatest creative and original watchmakers of our time. Each of his innovations combines technical prowess with originality, inventive genius with unequalled expertise. Gérald Genta breaks with tradition and opens new horizons in the Art of Watchmaking.

enta completed his training as a jewelry-maker in 1951 and had established himself as the first "watch designer" in 1961, working for the most prestigious watch manufacturers. The list of his contributions to those firms is long and impressive: he designed numerous important models, including Patek Philippe's Nautilus (1974); Omega's Titane (1982) and Constellation; Universal Genève's Polerouter (1954) and Golden Shadow (1966); IWC's Da Vinci Beta 21 (1971), Ingenieur SL Jumbo (1975), Polo Club (1975), Golf Club (1975); Audemars Piguet's Royal Oak (1972); Bulgari's Bulgari-Bulgari (1977); and Cartier's Pacha Grandes Complications (1985).

The "Gérald Genta" brand was launched in 1969. Genta's one-of-a-kind Minute Repeater self-winding watch, housed in a 2.72 mm case, made history when it was launched in 1981. The masterpiece of his complication models, the Grande Sonnerie, the "world's most complicated wristwatch", was created in 1994.

For 25 years, the "Genta miracle" took place behind closed doors in the secrecy of the Brasus and Geneva workshops. During this time, the brand was not very communicative, to such an extent that only a privileged few in the world of prestige watchmaking – collectors and competitors – were truly aware of its brilliant achievements. For its clientele, Gérald Genta created splendidly unique timepieces, combining the fruit of complex technical research and refined aesthetics. Collections designed exclusively for the discerning consumer.

In 1979, thanks to the beauty of its timepieces and the quality of its watchmakers, the brand received the prestigious Poinçon de Genève (the Geneva hallmarks), symbol of excellence and perfection in movements. This intense activity led to the cre-

ation of the Grande Sonnerie in 1994, the most complicated wristwatch in the world. This unique creation established Gérald Genta as one of the most prestigious watchmakers of our time.

In 1999, to celebrate the thirtieth anniversary of the manufacture, a new version of the Grande Sonnerie was produced. The mechanical movement of this timekeeper has been inverted, so that the 4-chime hammers, the tourbillon, the chime regulator, and the Poinçon de Genève are visible through the partially transparent dial.

The brand's desire to separate its activities began in 1996: on the one hand, Gérald Genta continued to provide prestigious clients with custom-made pieces, while at the same time opting for a strategy with a more commercial edge, offering both a more attractive style and prices, specially tailored to market requirements. At the same time, the distribution network was expanding, and production — up to this point confidential — was on the increase.

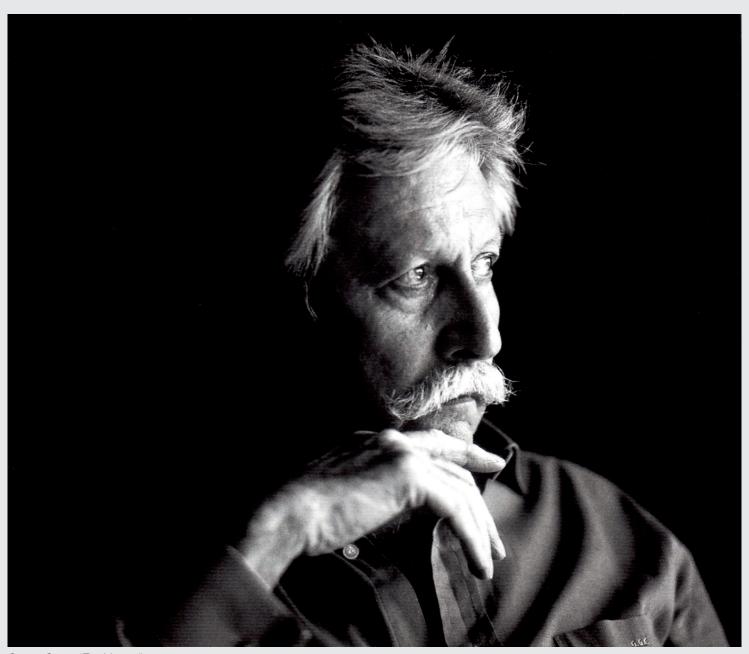
The retro, or the reinvention of time: it was in this spirit that the Retro collection was created, a collection which repositioned the brand in terms of price, and constituted one of the company's major trends of development.

This watch with its jumping hours and retrograde minutes defies the very principle of telling time with two hands. Following the international success encountered by the Retro classic, several variations of the basic model were developed.

The dial of the Biretro includes a retrograde date, and for the more extravagant, the Retro Fantasy collection features a variety of Walt Disney characters whose arms replace the minute hands. The Retro Sport was added to the list later, and became an immediate success. Its handsome proportions, the precise sculpture of its lines, the generous dimensions, its multi-tiered dial with luminescent numerals, the screw-locked crown and elegant fluted edge confer on the Retro Sport its sporty character, while conceding nothing of its stylish elegance. The Retrograde and Biretrograde movement became the brand's signature features.

In 2000, the brand was sold to the Bulgari group. In the new millennium, the brand has continued to be avant-garde, launching the Chrono Quatro Retro in 2005, featuring a column-wheel chronograph movement and four retrograde functions. The same year saw the brand's Tourbillon Incontro, a complicated mechanical movement with a digital display.

A new Gefica was introduced in 2007, boasting a complex case design in bronze and titanium. The first two Gérald Genta boutiques were opened in Paris and in Geneva, and construction of a new facility for the Manufacture de Haute Horlogerie Gérald Genta began in Le Sentier.



GERALD GENTA, "THE MASTER"



"Arc en Ciel" oil on canvas 100x100cm

In this painting Gérald Genta goes back to the birth of the Royal Oak, a watch that has not only been a success for 40 years but has become a real myth.

The choice of bright and warm colors which he has used in this work shows his passion for this timepiece as well as his complete freedom in this representation.

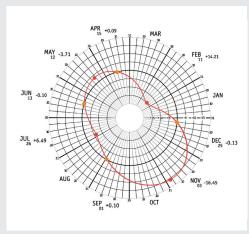


"Patek Philippe" oil on canvas 100x100cm

Gérald Genta has depicted the highly innovative sport watch.

As a painter he wanted to express all the admiration he feels for this unique Geneva watch company and through bright and intense colors convey his love of creation in all fields.

The freedom of the composition of the painting is just another example of the artist's creativity.



EQUATION OF TIME, CAM PROFILE

An Audemars Piguet Equation of Time with Monaco at its zenith

n 1875, Jules-Louis Audemars and Edward-Auguste Piguet, young men both passionately dedicated to fine watchmaking, decided to unite their skills to design and produce watches with complex mechanisms. They settled in La Vallée de Joux, the cradle of Haute Horlogerie.

That was the beginning of the Audemars Piguet story. Over the years, the manufactory developed many high complications such as the world's smallest hand-wound movement and the first ultra-thin self-winding tourbillon wristwatch. In 1972, Audemars Piguet launched the Royal Oak, the first steel high-end sports watch which was an immediate success and became the icon of the brand.

oday," says Philippe Merk, CEO of Audemars Piguet, "the brand, still owned by the founding families, continues to preserve the family spirit and values inspired by its founders: tradition, excellence and the daring that brought our brand to the highest segment of watchmaking. For our third participation in Only Watch, Audemars Piguet is offering a beautiful Jules Audemars Equation of Time watch, a unique piece engraved on the flange, 'Only Watch Monaco 12h30' – the true solar time in Monaco."

"We chose the Equation of Time," says Octavio Garcia, Group Artistic Manager, "because of its uniqueness. It represents many of the innovations and complications we, at Audemars Piguet, have learned throughout the development of the brand. The magical thing about the Equation of Time lies in the fact that our customers can personalize their watch choosing a city anywhere in the world. The watch will give him the true zenith of the sun in his favorite city, village or spot. For the Only Watch 2009, the Equation of Time shows the ze-

nith for Monaco and indicates sunrise and sunset times, perpetual calendar and also astronomical moon."

True noon, when the sun is at its zenith, depends on the longitude of the place where the observation is made – always taking into consideration the equation-of-time differential, save on 15 April, 14 June, 1 September, and 24 December. This differential ranges from minus 16 minutes 23 seconds on 4 November to plus 14 minutes 22 seconds on 11 February. The equation-of-time pointer fitted on the watch dial's central axis shows this differential, true noon corresponding to its position exactly over the minute hand, and the hour hand, providing the local time of solar culmination in Monaco as confirmed on the flange.

Sunrise and sunset times

At the equator, the duration of days and nights is the same throughout the year. The greater the distance from the equator, the greater their seasonal variations; during solstices at the poles, the sun either never sets or never rises above the horizon. The watch's sub-dials, with 0-to-12 graduations, show the times at which the sun respectively rises and sets throughout the year at the latitude for Monaco. The hands of these dials are driven by the two cams precisely machined to within the nearest thousandth of a millimeter.

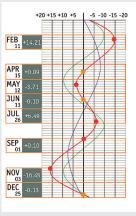
The perpetual calendar

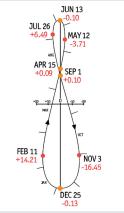
All perpetual-calendar indications are positioned along the 12 o'clock -6 o'clock axis. With no need for a manual correction before 1 March 2100, it displays the 29 February every leap year thanks to a special wheel that takes four years to effect a complete rotation. The movement is also thinner by a few tenths of a millimeter thanks to an original advance mechanism for superfluous end-of-month days.











ASTRONOMICAL MOON MECHANISM

KEPLER CURVES

Analemma

The astronomical moon

With a standard perpetual-calendar mechanism, the lunar cycle requires a correction every two years and seven months. Thanks to the astronomical moon that Audemars Piguet's masterwatchmakers have fitted on the Jules Audemars Equation of Time design, a watch adjusted in the year 2005 requires no lunar-cycle adjustment whatsoever until a simple press on the appropriate push-piece in 2127. Compared to the 59 teeth of a standard "horological" moon mechanism, the gear-train driving the Audemars Piguet moon comprises 135 teeth, and its differential with the actual moon cycle amounts to a mere 57 and 1/5th seconds compared to 44 minutes and 2 and 4/5th seconds for a standard "horological" moon.

"The Equation of Time is the first project I designed in 2003 when I came to Audemars Piguet," says Garcia. "It was a challenging project because we went from a watch that was 39mm in diameter to one that was 43mm. This resulted in lots of design and technical changes."

The technical changes were mostly in the case of the watch, which needed to be more ergonomic. The fact that the watch is bigger means that it sits differently on the wrist, so that meant that they had to study how the lugs fell around the wrist in order to create a comfortable wrist fitting.

This watch, probably one of the most complicated movements in the world, is a very poetic rendition of the Equation of Time with the true zenith indicated by a special hand in the shape of a sun. The dial has a spiral flanké guilloché with applied Roman numerals in gold. The color scheme of this watch has been specifically created for Only Watch — it is the first time they have made a bicolor Equation of Time dial.

The watch, made from over 400 parts, comes in a special luxury presentation case, which also contains the highly detailed Audemars Piguet Equation of Time book. The watchcase and movement are completely hand-finished and the case back has a large sapphire crystal back through which you can truly appreciate the complex movement. The oscillating mass is skeletonized with the "AP" logo and completely hand-engraved.

TECHNICAL DETAILS

THE UNIQUE AUDEMARS PIGUET ONLY WATCH 09

Jules Audemars Equation of Time Ref 26373OR.OO.DO02CR.01220

"Equation of time" self-winding perpetual calendar with sunset and sunrise times and astronomical moon

Caliber: 2120/2808

Case: 18k pink gold case, 43mm diameter, sapphire case back engraved "Jules Audemars – Pièce unique 2009", water-resistant to 20m

Diameter: 12 1/2 lines (28 mm)

Thickness: 5.35 mm **Jewels:** 41 jewels

Number of parts: 423 parts and components

Power reserve: 40 hours

Cadence of the balance: 19,800 vibrations per

hour

Finishing: All parts decorated by hand; beveling and circular-graining of the main-plate and "Côtes de Genève" patterning on bars and bridges

Dial: Silver engine-turned "spiral" pattern, black counters and inner flange indicating city of the zenith "Monaco", gold Roman numerals and leaf hands

Functions: Hours and minutes Date, days, months and years Moon phases (astronomical) Sunrise and sunset times Equation of time

Bracelet: Hand-stitched black crocodile strap with 18k pink gold AP folding clasp

Presentation: In luxury rotative box

Unique piece: Engraved 'Only Watch Monaco 12h30' – the true solar time in Monaco



VIEW OF THE MOVEMENT BENEATH THE DIAL



Carlos A. Rosillo

DEFIANCE IN THE FACE OF PERIL THE SYMBOL OF THE US AIRBORNE DIVISION'S PARATROOPERS

In 1993, Bruno Belamich and Carlos A. Rosillo, two boyhood friends, joined forces to launch a simple idea: function shapes form. The founding idea behind Bell & Ross is that time is essential for professionals working under extreme conditions. Their functional design is inspired by that key instrument used by such professionals: the dashboard.

Function takes precedence over design so that the essential is never compromised by the superfluous. Bell & Ross watches were born out of the company's passion and obsession for delivering the clearest and most reliable time to professionals.

he brand guarantees its watches' performances by combining and perfecting four essential design principles in each watch:

- Legibility: Priority in design is given to the clarity of the dial for fast and easy reading.
- Functionality: Each instrument is designed to provide the user with specific and practical time functions.
- Precision: Made with the most rigorous and traditional Swiss technology to guarantee the most accurate time.
- Reliability: Built with military specifications to endure the most extreme circumstances in water, air or land.

All the watches adhere to strict military specifications, being today the official supplier of watches for:

- Airforce pilots
- Elite police
- Anti-mine military squads
- Submariners
- Space Lab Mission

The Bell & Ross BR01 instrument started with a simple idea: to turn a cockpit instrument panel clock into a wristwatch. "To create the BR 01," says Carlos Rosillo, Bell & Ross CEO, "our designers took their inspiration from aeronautic instrumentation, an absolute reference as far as readability, reliability and performance are concerned."

Available in a number of versions depending on the mechanism's functionality (chronograph, large date, power reserve, tourbillon) the materials and finishing of the base (steel, titanium, carbon, gold), the colors of the dial (white, black, orange, blue) the BR 01 Instrumentwatch has become an icon watch to the greatest delight of collectors of limited series and fine watchmaking.

"The Instrument BR 01 Airborne One is a unique version of the Airborne Talisman watch," says Rosillo. "The BR 01 Airborne, in its original black carbon version, was developed to honor the courageous soldiers who fought during World War II, particularly the paratroopers of the US Airborne divisions. The skull was one of the emblems they wore on their uniforms as a symbol of courage in the face of death."

For Only Watch 09, Bell & Ross have created a new Airborne One model, a unique piece entirely set with black and white diamonds. The subtle black diamonds covering the case are contrasted with the glittering white diamonds on the dial resulting in a fantastic display of artistry. With the fusion of materials, techniques and play on light, the military symbol flirts with high fashion jewelry to give an exceptional result.

Bell & Ross chose this model as a strong symbol to represent the risks, courage, and iron-will that children with Duchenne Muscular Dystrophy face every day.

"We support Only Watch in its incredible fundraising efforts in the fight against Duchenne Muscular Dystrophy," says Rosillo. "This year the brand will join forces with the Only Watch project and participate in this great endeavor to help children suffering from this disease. Our commitment to help has resulted in the design of this exclusive watch."



Bell Ross







COCKPIT INSTRUMENT PANEL



THE CREDENTIALS

TECHNICAL DETAILS

THE UNIQUE BELL & ROSS ONLY WATCH 09

BR01 Airborne One

Movement: Automatic mechanical ETA 2892

Fonctions: Hours, minutes

Case: 46 mm diameter

Titanium with PVD coating. Screw-in crown

Bezel: Steel set with 672 white and black

diamonds

Total weight: 4.57 carats

Glass: Anti-reflection sapphire crystal

Water-resistance: 100 meters

Bracelet: Galuchat or rubber





1953, "Bob" MALOUBIER WITH HIS "FIFTY FATHOMS"

WHAT WOULD THE FIRST WATCHMAKERS HAVE DONE WITH TODAY'S TECHNOLOGY?

ore than half a century after creating the first modern diver's wristwatch – the famous Fifty Fathoms – the Blancpain Manufacture in Le Brassus is unveiling its brand-new 500 Fathoms. And it is based on this new watch that Blancpain has created a unique piece for Only Watch.

"I think this watch represents Blancpain quite well," says Marc A. Hayek, President and CEO of Blancpain. "We have a lot of tradition, roots that we respect and that we demonstrate in this piece. As you can see we never stop developing. Traditional watchmakers are people who are future-orientated, forever developing and searching for answers. Watchmakers are inquisitive and something I think many traditional brands have almost forgotten."

ayek believes that often the most beautiful is to repeat from history, but then you don't have the precision of the power-reserve, the sapphire glass, and modern materials. "I think you can respect all your roots and tradition but you have to move to the future," says Hayek. "You have to use new materials in order to continue the spirit of our ancestors. What would they have thought at this time? What would they have thought of all the new technology that we have at our disposal today? This is what we try to incorporate into our new pieces."

The spirit of the Blancpain Only Watch is nautical, with the oscillating weight – viewable through the sapphire crystal back – shaped like a boat propeller. "It is all in the details," continues Hayek. "This is why we chose the 500 Fathoms for Only Watch – on one side it expresses our expertise in diving watches and on the other the lifestyle aspect. Based on one of our historic watches – the Fifty Fathoms – this watch is very much in the spirit of the brand. A watch linked with everything that is connected with the ocean: with boats, yachts, the spirit of adventure, sport, and devel-

oped from extreme new materials. It is very much a lifestyle watch."

The watch nicely reflects the tradition of the brand. Many of the elements come from the original Fifty Fathoms of 1953. It has a slight retro look but is definitely of the future, incorporating as it does new materials – the titanium case, carbon fiber and blued smoked sapphire glass on the dial – mixing new influences, new technologies while at the same time staying quite close to the original with its easily recognizable slightly cambered glass which created a space between the dial and the glass. In the 50s the space was essential in a diving watch because you had to have a very thick watch glass so that it could hold up to the pressure at decompression.

"We used sapphire crystal for the glass in order to keep the same spirit of the original, and yet incorporate the latest technology," says Hayek. "You have, for instance, a massive sapphire covering the dial in which the dome of the glass has been scooped out. With the new materials you can now go to 1,000 meters in this watch instead of the original 100 meters (91.45 m = 50 fathoms)...."

"We named this piece the '500 Fathoms'," says Lionel a Marca, Vice-president Technique at Blancpain, "because it can go to a depth of 1,000 meters — approximately 500 fathoms (914.5 m). The ratcheted bezel facilitates handling, while its unidirectional rotation system avoids any inadvertent extension of diving time. Made from titanium and scratch-resistant sapphire, the bezel is slightly cambered to protect it from impacts."

The cambered-shaped sapphire is important due to the pressures inflicted on a watch when diving. The 500 Fathoms' crystal is produced in a very special manner and there are not many in the world that can do this in sapphire crystal.



BLANCPAIN MANUFACTURE DE HAUTE HORI OGERIE

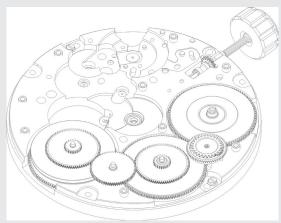


ILLUSTRATION OF THE TRIPLE-BARREL MOVEMENT

The sapphire has a heel that fits neatly into the bezel. It takes a special diamond to cut this. At its center the sapphire glass is 3.5 mm thick. Added to this, the watch has an extremely complex sapphire crystal bezel, laser cutting to shape with the luminescent index sandwiched between the upper sapphire glass and the metal of the bezel — which means that the watch doesn't get scratched.

"You see this on the epoxy bezel of the original," says Hayek, himself a keen diver. "This is the part you scratch the most, so in the original you lost luminosity and visibility. Today we have covered the bezel with sapphire — so you have the beauty of the look of the original Fifty Fathoms but none of the headaches and it holds its luminosity, doesn't scratch and is waterproof and will last longer. It's a watch you can really wear every day and also use it for what it is intended for — diving."

The case back is also in sapphire crystal (3.2 mm thick), which is very unusual for a watch that can be worn to depths of 1,000 meters. Even though the case is in lightweight titanium, with a 13" movement, the watch is comfortably heavy to wear as a diver because of the weight of the sapphire crystals.

The watch is equipped with a 1315 movement. It is an entirely sporty watch and has a 5-day power reserve.

The dial is constructed in three phases. The central part is in carbon fiber, on the outer ring of the dial, which is circular brushed, is the calendar disc below a blued sapphire crystal insert with single aperture at 6 o'clock that displays the date in white numerals on a black disc. The sword hands are luminous at the center and the extra long seconds hand is also luminous and has a red finial point. The hours are indicated by luminous squares and at 12 o'clock by an inverted luminous triangle shape.

The bracelet is made from rubber-lined black sail canvas which resists salt water more effectively than traditional diving bracelets. The triple-blade folding clasp is in brushed steel and the outer clip in titanium and comes complete with an ultrarugged water-resistant presentation box designed to withstand extreme conditions.

"We sell emotions," says Hayek, "and here you have everything – a functional watch designed to be a diving watch with a bezel mechanism that clicks when you turn it, a retro look, and a very successful diving watch. Even with all the emotion and beauty it is also functional."

TECHNICAL DETAILS

THE UNIQUE BLANCPAIN ONLY WATCH 09

500 FATHOMS Ref: 50015-12B30-52B

"500 Fathoms", date and seconds-hand, anthracite dial, decompression valve, unidirectional bezel, self-winding.

Caliber: 1315

Thickness: 5.65 mm

Diameter: 30.60 mm

Power reserve: 120 hours

Jewels: 35

Components: 222

Case: Brushed titanium Sapphire back

Thickness: 16.95 mm

Diameter: 48.00 mm

Between horns: 24.00 mm

Water-resistance: 1,000 meters



VIEW OF THE MOVEMENT



PASCAL RAFFY, PRESIDENT

BOVET'S TRILOGY

t is an approach that dates back 185 years, when Edouard Bovet made his first watches to display exotic European arts to the Chinese aristocracy – then as now, Bovet timepieces gave free reign to watchmakers, enamelers, goldsmiths and jewelers to capture time in the most beautiful and original way possible.

Bovet insists on the finest materials and the rarest workmanship – serpentine hands and screws blued by fire, or miniature paintings on mother-of-pearl. Movements are selected for the elegance and robustness of their construction. Each is entirely transformed – magnificently engraved in Fleurisanne style or in the traditional instrument-finish of an haute horlogerie movement.

The Bovet Only Watch 09

n 2005, Pascal Raffy, touched by the Only Watch cause helping children suffering from the Duchenne Muscular Dystrophy, decided to offer a unique and exceptional timepiece, equipped with a complication movement, and featuring the "Madonna and Child" inspired by the famous Raphaël painting – a painting which also happens to decorate a XIX century pocket watch in his own private collection. This very special timepiece was sold at auction and its hammer price reached twice its asking price.

For the 2009 Only Watch edition, Pascal Raffy decided to repeat this successful participation, aiming to do even better. He wished therefore to offer an even more spectacular and unique "Only Watch".

Bovet is therefore presenting a timekeeper, with an automatic movement, jump hour, and a Polynesian mother-of-pearl dial featuring a miniature painting of Leonardo da Vinci's "Mona Lisa". Many are the artists who have tried to duplicate the famous Joconda's smile, which is why it has been a real challenge for the artist to achieve this amazing dial after more than a month's work, a true reflection of the mastery of this ancient art.

Pascal Raffy wished to add even more to his special gift, and he gave this exceptional dial a unique case: by its inventive (and patented) concept, this wristwatch can easily be transformed into a pocket watch or a table clock — a trilogy perfect for any occasion. To wear a timepiece on the wrist is a daily act, but to experience the pleasure to transform it, with a simple gesture, into the jewel of a pocket watch, or to admire it from a few steps away, set on a desk, is pure poetry.

And it is to Only Watch that Pascal Raffy has chosen to offer this special preview, sure that collectors and high watchmaking aficionados will appreciate this unique example of a watchmaking patrimony like no other, as is the Bovet heritage.



BOVET FLEURIER "COLLECTION WITNESS 1822" AMADEO TRILOGY



THE DIAL BEING HAND-PAINTED ON MOTHER-OF-PEARL

"There is nothing Britain possesses," wrote the Emperor Quianlong to King George III, "that the Celestial Empire can possibly need." (Except for one thing – watches were the only foreign products that interested the Chinese elite.)

Quianlong himself had a sizeable collection. While Britain resorted to gunboats and opium to force the Chinese market to open, it was a Swiss businessman who found the key. Twenty-one-year-old Edouard Bovet arrived in Canton in 1818 and almost immediately sold four watches for 10,000 francs — about a million US dollars today.

Edouard Bovet decided to stay in Canton, establishing a watchmaking dynasty that lasted 80 years. Very soon in China, "Bo Wei" became synonymous with a watch. In the currency turmoil of late Manchu China, Bovet watches spread throughout the country as a medium of exchange.

Meanwhile, Bovet's hometown, Fleurier in the Val-de-Travers, became the leading production

center, showcasing the watchmaking arts and skills of Europe to a distant civilization. Bovet's 19th century watches show that universal themes of peace, harmony and order were fashionable. Their imperishable enamels and robust movements ensure their survival among today's treasures.

Bovet's Chinese watches were decorated with split pearls and exquisite miniatures in enamels by the great masters of the time. They were the first to display a transparent back revealing the elaborately engraved, open-work movement. A seconds' hand, unusual in a timepiece of that era, brought life to the dial. Their exotic decoration and sturdy duplex movements made them sought after not only in China, but also throughout Asia, the Middle East and America.

Today, Bovet perpetuates the tradition in decorative arts for its dials and movements that made its watches among the most treasured luxury objects of the 19th century.

Decorating a movement is a delicate operation involving a vast array of tiny details, many of which are hidden, and all of which require a specialist's hand. Movements for the Fleurier line are richly engraved in Bovet's own Fleurisanne style.

As far as adornment of the dials, Bovet has proved this specific art was really theirs by decorating 40% of their collection with miniature paintings and engravings, and on themes offering as much diversity as originality. The creation of miniature painting on mother-of-pearl has significantly grown these last years, answering the request of clients wishing to customize their timekeeper and thus to have the pleasure to wear a unique piece of art.

Artists working exclusively for Bovet display their talent in painting a variety of themes such as portraits, animals, flowers or almost any other request.

TECHNICAL DETAILS THE UNIQUE BOVET ONLY WATCH 09

FLEURIER "Collection Witness 1822" AMADEO Trilogy Model Jumping hours

Case: 18k rose gold, 42 mm, bow, lug and case-side engraved in Fleurisanne style Open case back Integrated table clock case back

Functions: Hours on disc read through aperture at 8 o'clock Rotating minutes ring in mother-of-pearl and a sapphire cabochon indicator set in the inner bezel

Movement: Automatic BOVET Haute Horlogerie movement with 55-hour power reserve 22k gold Fleurisanne decorated winding rotor

Dial: Black mother-of-pearl with miniature painting of the Mona Lisa Unique Piece

Strap: Alligator full skin hand sewn

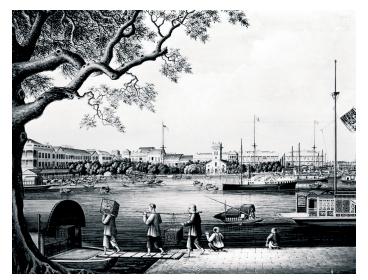
Buckle: 18k gold folding buckle engraved in Fleurisanne style

Chain: 18k rose gold with bow attachment piece for pocket watch version





Château de Môtiers



PORT OF CANTON, FIRST HALF OF XIX CENTURY



Môtiers Workshop





Napoléon and Breguet Archives

A New Breguet Travel Clock for Only Watch

ver since 1775, Breguet has unfailingly harbored, and honored essential values such as beauty, elegance and high technologies along with mastery of watchmaking. Carefully preserving its heritage and identity, Breguet more than ever embodies the art and culture of Europe. Benefiting for the last ten years from Nicolas G. Hayek's personal guidance, the brand has now reached its legitimate place as a leading name in prestige horlogerie.

Breguet enthusiasts and connoisseurs appreciate the brand's unique qualities and attributes. Delicate engine-turned "guilloché" work, the famed blued-steel Breguet hands, stylish fluting on the caseband – all unmistakable features found on most of the models.

reguet is the perfect alliance of European art and culture, and high-tech innovations." says Nicolas G. Hayek.

Over the years, countless famous figures have carried a Breguet — Napoleon Bonaparte, Queen Marie-Antoinette of France, Winston Churchill and Rossini are just a few of the distinguished personalities who have owned a Breguet timepiece. From Stendhal to Pushkin and from Alexandre Dumas to Victor Hugo, talented pens have confirmed the Breguet watch as a cult object. Regularly mentioned throughout Balzac's "Comédie humaine", it has long been synonymous with luxury, refinement and creative genius.

Today, Breguet perpetuates the beauty, the technical virtuosity, and the overall excellence of the brand's products and the fascination they have always exerted on watch enthusiasts and connoisseurs the world over. On the production front, the priority of the brand is investing in the most advanced research equipment, working on new materials, components and inventing new mechnisms.

"From the design of the first double tourbillon to the re-creation of the celebrated Marie-Antoinette watch that made us rediscover forgotten techniques," says Hayek, "Breguet has had many wonderful and challenging projects, each a uniquely memorable adventure, and this continues."

It was in 1796 that Breguet built the first modern travel clock. Equipped with a balance spring (which successfully replaced the pendulum balance that was unfit for travel purposes), glass-covered on four sides and small in size, this travel clock bore the number 178. It was bought in April 1798 by General Bonaparte.

Bonaparte, already famous in Italy and preparing to leave for Egypt, was in the middle of his social and political rise to fame. He was on the lookout for refined artefacts, symbols of power and of social standing. Then, for practical reasons, he also needed to take a solid and reliable time-keeper with him on his expeditions. The piece would have had to endure the sands of Egypt and a lot of mishandling – and would have had amazing things to tell ...if only it could talk.

After experiencing many adventures, the Breguet travel clock N° 178 is today the property of the Swiss National Museum. The clock displayed the general technique and shape of the travel clocks (or officers' clocks) produced in France during the XIX century and the beginning of the XX century. But Breguet planned to improve the formula even more.

Of classic style, with a finely engraved box adorned with Corinthian columns, or stunningly modern, in the shape of a silver milestone, some of the travel clocks from the first half of the XIX century were real masterpieces equipped with great complications.







Breguet Manufacture

Today, the Breguet collection still includes a travel clock fitted with both a hand-wound mechanical movement and thermometer, and it is on this clock that Breguet have based a very limited series of seven travel clocks, the first of which, number one of seven, they have given to Only Watch.

The style of this clock is classical Art Deco with columns, and traditionally hand-guilloché dial.

Rare today, guillochage (engine-turning) is a true work of art and one of the crafts that instantly identifies this Only Watch dial as genuine Breguet. Today still, Breguet craftsmen use guillochage lathes designed and built over a century ago. With a precision of a tenth of a millimeter, they engrave beautiful patterns reflecting their virtuosity. Once the dial plate has been meticulously hand-guillochaged, it is silver coated using techniques developed over two centuries ago.

The prestige-finished, manual-winding movement in this clock is totally made in Breguet's Vallée

de Joux manufactory. On the reverse there is a sapphire crystal through which you can view and appreciate in full the quality and finish of the movement.

Following the tradition of travel clocks, this timepiece comes in a special travel case, which you can keep closed for protection or open in order to display the time during your travels, or place it on a desk to be able, for instance, to see the time and check the temperature.

TECHNICAL DETAILS THE BREGUET ONLY WATCH 09

Breguet Travel Clock N°1/7 Only Watch 2009 Ref 6243AG/12/CR

Case: Silver 950.

Face and back with guilloched gild plates. Sides and top in rock crystal fitted on a silver plate

Movement: Hand-wound chronograph movement, numbered and signed "Breguet" Thermometer calibrated in both Celsius and Fahrenheit 8-day power reserve Cal. 564/1 19 lines 17 jewels Lever escapement Monometallic balance-wheel, adjusted in 5 positions

Dial: Silver 925, hand guilloched, signed "Breguet" Chapter ring with Roman numerals Centre seconds and minute totalizer Open-tipped blued steel Breguet hands

Temperature display: Thermometer calibrated in both Celsius and Fahrenheit Serpentine hand indicating the temperature.







JEAN-FRANÇOIS RUCHONNET, FOUNDER OF CABESTAN

A CONSTANT FORCE SIGNED BY SEBASTIEN LOEB

he story of Cabestan started four years ago when Jean-François Ruchonnet decided to launch his own brand. A micro-mechanic by training he'd been in the watchmaking business for 25 years, starting with Chopard in 1984, and then working with many brands including Tag Heuer and Breguet through his company DMC.

"We used to do virtual imagery," says Ruchonnet. "Then I went from 'virtuality' to reality. That is to say, I was tired of working for other people, so I decided to create a movement trilogy based on: a car movement, a boat movement, and a plane movement. So, I sold the car movement to a major brand, the second movement I decided to keep for myself and to build a brand on it, and this brand is Cabestan."

A lthough a micro-mechanic by training, Ruchonnet had also trained as a watch-maker, but his real story is more a story of rags to riches building on his tremendous talent as an engineer and tenacity. "I'm no designer, I'm no engineer, I'm really a man from the street," says Ruchonnet. "I was a homeless at 18 years old, and had to learn to manage on my own, so I learned on the job."

The idea of the Cabestan brand, the CreaLuxe concept, is based on his vision of watchmaking movements. "I've learned from experience, that if you want something done right you'd better do it yourself. So I knew that if I wanted to get this project going I would have to invest myself with clients, with partners I could trust, and that I would have to invest in a factory. So at Cabestan we buy wristbands and the glass but all the rest is made in-house — a real integrated factory."

"On the side of the nautical cabestan, you can see the boat wheel in the back, and when you look on top of it you can see the little chain that goes down on the boat deck with the anchor at its end," explains Ruchonnet. "Here with this watch it's the same. When you look at the Cabestan watch on its side you see the cabestans, the winches that go back up, and whether it is a catamaran or a trimaran, when you turn the watch upside down it looks like the hulls of a boat."

In 2008, Eric Coudray and part of the gyro-tourbillon team joined him so he feels that he now has one of the best watchmakers and watchmaking teams in the world. "I believe in team-spirit, my assistant is young, my watchmakers are young, I am surrounded by young people. I'm 44 and without my team nothing gets done.

"I'm an epicurean who lives his own dream. I've always given myself objectives and I've always worked very hard to achieve them. I have reached a point in my life where I am really happy. I've a wonderful wife, wonderful kids, I have a great team, and a great balance in my life, and when

one has that you have the duty to share ... hence my participation in Only Watch."

Ruchonnet lives near the famous Rally WTC racing driver Sebastien Loeb, who is also a friend and who has kindly agreed to sign the Cabestan Only Watch. "We'll do it together, and we'll do a watch for the kids," said Loeb.

"For Only Watch we have created an extremely high-end, extremely rare watch, a Cabestan Winch Tourbillon Vertical, and I think that a watch signed by Sebastien Loeb will make this watch even rarer," says Ruchonnet. "A lot of people make demands on him. He's a very nice guy but can't do everything but he has offered to do this for Only Watch, and I am really pleased."

This watch is bi-colored combining natural titanium and black PVD titanium. The gearwheel and the flare are golden, the chain is normal, Cabestan, and has the same characteristics as a normal Cabestan watch being extremely precise. The







CASE BACK

glaze is black, and the drums are black with white luminova numerals, and pyrex glass.

On the sides you have honeycomb patterned ventilation grids made of mim, the same grids as you have on the front of sports cars. The back of the case is engraved with the plan of the Monte Carlo racetrack and with the signature of the five-time world champion Sebastien Loeb and No 1/1.

"It is one of the the most precise models in the world," confirms Ruchonnet. "It has a constant force escapement thanks to the chain, and a 'gear shift' ...well much the same as if it was a gear shift. And the tourbillion is fed by a constant force from the chain."



TOURBILLON CAGE

TECHNICAL DETAILS

THE UNIQUE CABESTAN ONLY WATCH 09

Cabestan Winch Tourbillon Vertical Designed by Jean-François Ruchonnet in collaboration with Sebastien Loeb

Functions: Hours, minutes, seconds and power reserve indicator on rotating drums. Seconds indicator on the vertical tourbillon **Movement:** Fusee mechanical tourbillon. 1352 components. Manual winding calibre CAB EC 101 with Swiss lever escapement Frequency: 21 600 alt/h or 3 HZ. Breguet overcoil with a specific shape of the inside and outside terminal curve for absolute precision. Geneva stud. Hour setting with a disconnecting and dynamometer winch. Stainless steel chain of 230 mm made of 450 links and 150 rivets assembled by hand. Vertical gears system composed of: golden brass wheels, rhodium-plated bottom-plate and bridges, and steel pinions

Hand-finished components: Bevelling, polishing, drawing, graining and hooping. Case: Titanium, black PVD titanium, 3N yellow gold, 5N pink gold, Palladium white gold, platinum. F baguette setting Case middle composed of 7 elements welded in a controlled atmosphere 2 functional capstans (total number of components: 50) 2 ornamental capstans (total number of components: 20). Back of the case engraved with the plan of the Monte Carlo racetrack with the signature of the five-time world champion Sebastien Loeb.

Unique piece n° 1/1

Crystals: 2 thermoformed Pyrex crystals adjusted by hand on each case middle **Bracelet:** Large scale alligator, calf or peccary leather bracelet with handmade edges folded back and sewn. Specific clasp in which is stored the crank of the winch

Accessories: Timing tool for winding and hour setting stored in the box. Winch crank stored in the clasp



Cartier



BERNARD FORNAS, PRESIDENT OF CARTIER

THE SANTOS TRIPLE 100 THREE DIFFERENT FACES IN THE SAME WATCH

In the early 1900s, at a party in Paris, Alberto Santos-Dumont explained to his friend Louis Cartier how one cannot tell the time on a pocket watch when you are flying and he asked Cartier if he could help find a solution. Cartier took this request very seriously and, in 1904, with the help of master watchmaker Edmond Jaeger, he created a wristwatch prototype that would enable his friend to tell the time without taking his hands off the flying controls.

The watch was modern because it was mounted on leather – a material that watchmakers did not use at the time – and it featured what others hid: the screws. And when, in 1906, the crowd saw Santos-Dumont emerge from his plane "14 bis" checking his wristwatch to confirm his new record, his admirers immediately wanted to own one.

In 1908, Cartier granted their request and created the Santos de Cartier watch for a few fortunate private customers. After 1911, it was produced commercially and some 800 watches were sold between 1911 and 1973.

Today, the spirit of the first unique Santos de Cartier is echoed in the unique Only Watch white gold Santos triple 100. The case of this watch is based on the famous Santos case invented in 1904, which, to celebrate the 100th anniversary of the Santos, was reworked in 2004 – hence the name Santos 100. It is slightly larger but still maintains the sporty look, aviation-inspired bezel and countersunk screws of the original watch.

"It is a simple concept," explains Bernard Fornas, President of Cartier. "But, like all simple concepts, it was exceedingly difficult to achieve. But then again, ultimate luxury is owning a unique piece and what we have achieved with this watch in white gold is absolutely unique." The Santos 100 has three different faces in the same watch—a concept first presented in 2008. The dial itself is







Cartier



made up of different facets and, when you turn the crown, the facets turn.

This highly technical mechanism gives the wearer of the watch a choice of three faces: the first being white with Cartier black Roman numerals; the second, totally engraved with an exotic dragon and a third position, halfway between the two faces, offers a totally transparent view of the unique high-end manufacture square skeleton movement, which has been 100% developed at the Cartier manufactory in La Chaux-de-Fonds.

The perfect balance between aesthetics and function

"The specificity of this movement," says Hélène Poulit Duquesne, Watchmaking Marketing Manager at Cartier, "is that its design has been worked in such a way that the bridges of the skeleton movement also indicate the time. So for the skeleton face, you don't have a dial, you look through the movement and the movement is in itself the dial with typically Cartier Roman numerals incorporated into the bridges."

The main difficulty in developing this concept of a special skeleton movement was finding a way to incorporate the Roman numerals with the essential elements of the movement, in particular the plates supporting the bridges. With a skeleton movement, watchmakers normally take a standard movement and work on it to achieve a version that is as minimal as possible. In this case, the square Santos 100 skeleton has been specifically designed as a skeleton movement. This in itself created another problem at the development stage of this watch. Since this skeleton movement was intended to be very pure with a lot of "air" around it, the Cartier team had to redesign the bridges in order to ensure that they could support the movement.

The mechanism for the faceted dials is an integral part of the case, but the watch has a double crown system – the first part of the crown is the winding system and inside there is a second crown which turns the dial facets to achieve the options of white dial, decorative engraved dragon dial and skeleton dial. The whole movement was developed over a period of two years by a team of 18 people at Cartier's manufactory at La Chaux-de-Fonds.

"When working with skeleton movements," confides Carole Forestier-Kasapi, responsible for the development of high watchmaking movements at Cartier, "it is always a bit of a juggle to achieve a balance between aesthetics and function and of course we gave ourselves an extra complication by wanting to incorporate Roman numerals in the bridges of the movement. Incorporating Roman numerals, which are very geometric, imposes certain linear limits that risk conflicting with the traditional skeleton form and there are rules to respect in creating a skeleton movement."

To achieve the complexity of this unique handmade piece has demanded the intervention of many different metiers and to ensure its quality has inevitably required stringent quality controls.

With this piece you are not only buying a unique Cartier with three watches in one but you are also acquiring a concept linked to the first wristwatch ever made and more than 100 years of Cartier heritage – a unique and timeless treasure to cherish forever.

TECHNICAL DETAILS

THE UNIQUE CARTIER ONLY WATCH 09

Cartier Santos Triple 100

Dial 1: Dial in 18k white gold with 12 engraved Roman numerals in black

Dial 2: View of the square skeleton movement with Roman numerals incorporated in the bridges

Dial 3: Dial in 18k white gold decorated with an engraved dragon

Movement: 9611 MC, Cartier manufactory open square skeleton mechanical movement with manual winding, hours, minutes with squelettage of the bridges in the form of Roman numerals adapted to the Santos 100 watch

Movement numbered 1/1

Dimension: 12.75" (28.6mm x 28.6mm)

Thickness: 3.97mm

Rubies: 20

Number of elements: 138 **Balance:** 28,800 vibration/hour **Power reserve:** approx. 72 hours

Case: 54.90mm x 48.88mm x15.85mm 18k white gold with aviation-inspired bezel and

countersunk screws

Crown: 18k white gold topped with a blue

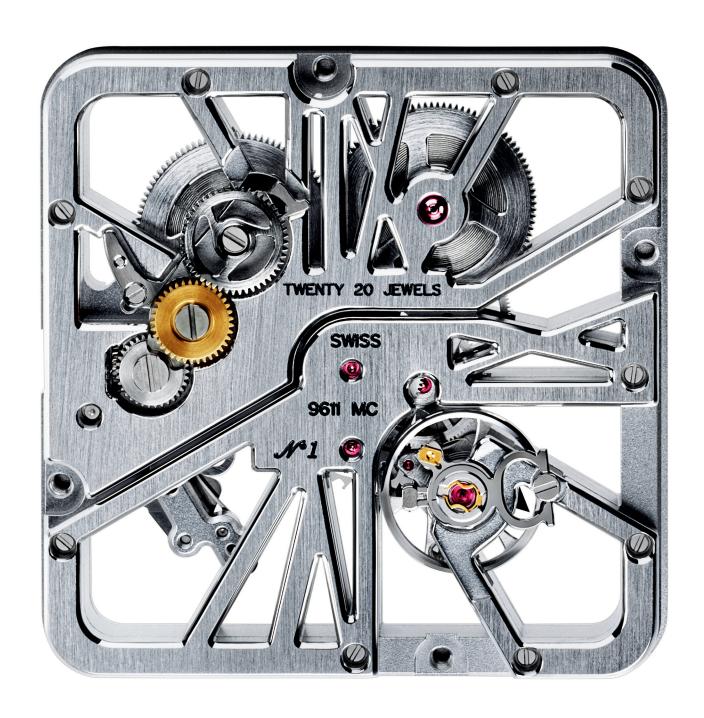
sapphire

Strap: Black alligator

Clasp: Adjustable triple deployant clasp in 18k

white gold

Photo Credits: photo Mr. Fornas: D Lebrun©Cartier photo of the artisan: L.Hamani©Cartier photo of the movement: F.Dieleman©Cartier photo of the 3 dials: photo 2000©Cartier



THE MOVEMENT OF THE UNIQUE CARTIER "ONLY WATCH" SANTOS TRIPLE 100

CHANEL



PHILIPPE MOUGENOT,
PRESIDENT OF CHANEL WATCHES

CHANEL: A UNIQUE AND INIMITABLE STYLE

imply inimitable, the Chanel style was born from a subtle alchemy of highly original materials and colors charged with emotion. It became established through an extraordinary, avant-garde vision and endures thanks to its constant reinvention.

As a result, unique watches created in Switzerland according to the purest watchmaking traditions are created. "Chanel is incomparable in that its heritage is not only alive, but is the primary source of our creativity, innovation and modernity," states Philippe Mougenot, President of Chanel Watches and Fine Jewellery. "One of our key values is audacity."

A unique white J12 chronograph with pink sapphires for "Only Watch"

"The watch that we have created especially for the Only Watch event is a J12 model in white ceramic equipped with an automatic chronograph movement. With a case measuring 41 mm, the bezel is set entirely with baguette-cut diamonds and pink sapphires. Twelve baguette-cut diamonds act as the markers on the dial, while the crown and push-pieces are set with pink sapphires. This watch is a true illustration of Chanel's twin vocation in watchmaking and jewelry," says Philippe Mougenot.

The J12 Saga

With a pronounced identity free from Baroque excess or aesthetic extravagance, the J12 is a sober example of elegance to wear on the wrist. It has become a manifesto of Chanel style and one of the most iconic objects of the 21st century. The J12

also evokes the marine panache of yacht-racing and the graphic codes of luxury automobiles. It is inspired by sport and has a watchmaking vocation, with a strong taste for mechanical superiority and the transgression of jewellery codes. Whether in deepest black or immaculate white, the J12 Collection has been reinventing itself every year since 2000.

High-Tech ceramic Expertise

From the design phase to the final assembly process, the Chanel teams conceive, shape, mould, polish, assemble and fit all of the necessary watch parts, including some of the components required by the mechanical movements that are housed in the famous high-tech ceramic J12 watchcases. Borrowed from cutting-edge technology, ceramic is the only material capable of resisting the effects of time and light for optimal wearer comfort.

The production of high-tech ceramic requires a demanding level of expertise that unites the four elements: earth, air, water and fire. Earth, as natural materials are combined to form the exclusive "powder" that is mixed to produce high-tech ceramic. Water is used for binding, forming and filtering these natural components. Air is necessary for drying and giving the components form and structure. While fire is used for amalgamating these components and giving them their inalterable resistance and beauty, both of which are responsible for the reputation that is enjoyed by the J12 Collection today.

This chain of events would not be complete without the metal used to sculpt, pierce, grind and enhance the high-tech ceramic, or without the secrets behind the polishing process. These production processes – which are guarded in the strictest of confidence to protect the exclusivity of Chanel watches – are unique in Switzerland and, most probably, in the entire world.



CHANEL



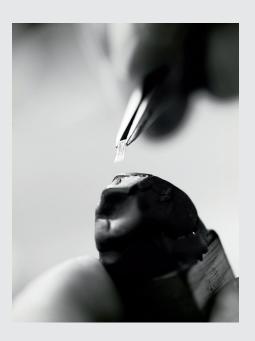


A passion for precious stones

To adorn the famous black or white ceramic J12 watches with precious stones – diamonds, rubies, emeralds and sapphires – Chanel's master watchmakers called on its master jewellers.

Chanel has chosen baguette-cut gem quality pink sapphires as they are the symbol of peace, serenity, purity, and baguette-cut diamonds as Gabrielle Chanel said, "If I have chosen the diamond, it's because it represents the greatest value for the smallest volume."

A prestigious jeweller and watchmaker, Chanel combines boldness, watchmaking expertise and high jewelry mastery to perfection.



TECHNICAL DETAILS THE UNIQUE CHANEL ONLY WATCH 09

Chanel "J12 Joallerie" Only Watch

Case: 18k white gold and high-tech white ceramic
36 baguette-cut sapphires
12 baguette-cut diamonds indicators
Cabochon crown in pink sapphires
41mm Diameter

Movement: Self-winding mechanical chronograph movement, Certified COSC (3 counters: 12 hours, 30 minutes, 50 seconds)

Bracelet: Articulated white high-tech ceramic

Clasp: Triple folding buckle in 18k white gold

The case of this watch is specially engraved for Only Watch.



CHAUMET



LIONEL GIRAUD. ARTISTIC DIRECTOR AT CHAUMET

THE CHAUMET DANDY GOES ARTY

he story of Chaumet begins in 1780 and blends with the history of France. Two centuries of creation through nine generations of jewelers whose know-how has been handed down without interruption from one workshop master to another.

It began with an event that has become part of the firm's legend. A young jeweler named Marie-Etienne Nitot, whose shop was located on Place du Caroussel, caught the bridle of a runaway horse ridden by Napoleon Bonaparte, who was the French Consul at the time. The Emperor never forgot the young man's courage and showed his appreciation by appointing Nitot as his official jeweler.

Auber, jeweler to Queen Marie-Antoinette, and opening his own store, Marie-Etienne Nitot rapidly built up an aristocratic clientele. But it wasn't until he became official jeweler to Napoleon in 1802 that he acquired his true renown.

Napoleon's taste for jewelry was political. He wanted to restore France as the center of luxury creations and fashions as it had been before the 1789 revolution.

Nitot, together with his son, designed the most extraordinary jewelry, combining magnificence and simplicity. In 1802, he created the Emperor's consular sword, which he set with the famous Regent diamond. Two years later he produced the coronation jewels shown in "Le Couronnement" painted by J.L. David and on display at the Louvre. Then came the Imperial sword and the extraordinary jewels made for empresses Josephine and Marie-Louise.

Sentimental, creative jewels for Josephine, whose confident taste allowed him every eccentricity; and sumptuous jewels created for Marie-Louise, such as the diamond necklace given to her by the Emperor on the birth of his son (proclaimed the King of Rome).

Chaumet became the "tiara specialist", as can be seen in the hundreds of models in nickel silver, thousands of drawings and Marie-Louise's wedding jewels on display in the Chaumet Museum in Paris.

"Initially Chaumet was a House that created tiaras, crowns, and other jewelry," confirms Lionel Giraud, Artistic Director at Chaumet, "then, soon after – watchmaking. Not in the sense of a watch manufactory but in the same sense as many watch brands today – as a collaboration between a jewelry company that created the watch case and another that made the movement – initially this was Breguet."

At its roots Chaumet is a House that is very Parisian, and the founder and his successors have all been people that have come from jewelry workshops – high jewelry or the heads of workshops.

There is a long history of Chaumet watches collaborating with famous watchmakers – the first watch signed "Chaumet", with a movement by Breguet, dates from 1811, around 10 years ago Chaumet collaborated with François-Paul Journe and more recently with Marc Alfieri. "We don't develop movements, that is not our métier," says Giraud.

"We are more involved with aesthetics, design, elegance, more in the French tradition of working with our own in-house ateliers."

Not surprisingly, Chaumet perpetuates this inimitable savoir-faire as a Parisian jeweler – 200 years of creation – by inscribing the firm's core values in a contemporary context.

The style of Chaumet is very much "sentimental". That is, creating pieces that are pleasing to the eye but also signifying something sentimental, something personal and often hidden from view — and often, given their very "Frenchness", something connected with love.

Typical of their flair for creating hidden emotion behind the pieces they produce is Chaumet's Dandy Collection — an evening watch range reminiscent of the man who goes out on the town to hit the high spots in his tuxedo. Dandyism is, according to Beaudelaire, "An institution beyond the laws, that has its own laws," and this watch collection fulfills all those "own" laws.



CHAUMET



CHAUMET JEWELLERS TO THE ARISTOCRACY

This watch collection, with cushion-shaped cases, curved taut lines, and generally a black tone-ontone dial, carries a myriad of details reminiscent of the 20s. The range is very elegant and very evening-wear and includes those evening "essentials" such as a pocket watch and a fob watch – as Beau Brumell said, "True elegance is understatement."

Chaumet's Only Watch 09 is a unique piece — never to be repeated — and world preview of the range that this watch heads, which is the latest in Chaumet's Dandy range called "Arty" and is very much in the dandy style with all the aesthetic attention to detail that Chaumet is noted for.

The 40 mm Only Watch unique piece 1/1 Dandy Arty edition is in rose gold and has the Dandy tuxedo stripes across the dial and the case. The dial is black and is positioned so that the crown fits comfortably in the strap. The movement is a me-

chanical automatic jumping hours movement with hours indicated in an aperture at 9 o'clock, minutes indicated in the large dial, and seconds in a separate sub-dial. The solid rose gold case shows two different finishes: mat at the top and polished on the sides. The black leather lined bracelet is black patent leather with a satin band – the same way as men's evening dress shoes.

"I love the idea to be able to read the time in this way," says Giraud. "It is so much easier and with 12 o'clock being in line with the wristband it also makes it easier to view the time."

The watch carries an engraved dedication to Only Watch and unique piece.

TECHNICAL DETAILS THE UNIQUE CHAUMET ONLY WATCH 09

N° 1/1 Dandy Arty edition Ref W18891-40D

Case: 18k rose gold (75.1g) with mat and polished finish

Diameter: 40 mm

Dial: Black sunray pattern dial with engraved bayadere stripes, hour aperture at 9 o'clock, black azured small seconds counter at 3 o'clock, rose gold plated applied markers, lacquer finish.

Hands: Minutes – rose gold-plated faceted baton stick hands. Seconds – rose gold-plated shaped hands.

Crystal: Curved sapphire crystal with top and reverse anti-reflection treatment.

Crown: 18k rose gold with onyx cabochon.

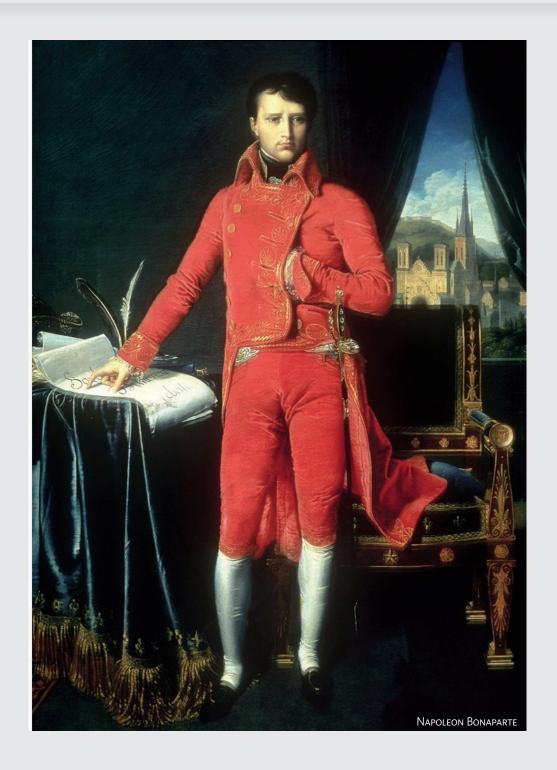
Movement: Automatic winding mechanical movement, caliber CP 12V-III with 40-hour power reserve and jumping hours, minute and seconds hands, indication of the hours in an aperture, oscillating weight personalized Dandy.

Case back: 18k rose gold with polished finish, engraved "Chaumet Paris pour Only Watch" and "PIECE UNIQUE N°1/1", sapphire crystal with rose gold "Chaumet Paris" and bayadere stripes metalization.

Waterproof: 3 ATU NIHS, about 30 meters.

Bracelet: Black patent leather with black satin band, black leather lining, strap reference and size engraved. Extra strap in black alligator.

Buckle: 18k rose gold unfolding buckle (22.6g), engraved "Chaumet Paris".



Confrérie Horlogère

Adjust the Speed of Time To Your Moods

athias Buttet's vision for his company, BNB Concept, is not the typical vision we have come to expect from a company creating complicated watch movements; at BNB Concept nothing resembles an assembly line, everyone builds his or her movement from A to Z working alongside a small team of experienced watchmakers. This way, younger watchmakers constantly expand their expertise, increasing their chances of working on ever more intricate movements.

"The piece we are making for Only Watch is a watch that has been created by the Confrérie Horlogère, which is a group of young creative designers within the umbrella of BNB Concept," says Mathias Buttet. Buttet had had the idea to bring together seven young craftspeople and, in order to develop their full potential and fulfill their dreams, to allow them to create and build original timepieces under his direction and within the security of BNB Concept, where they would have the benefit of a logistic and technical infrastructure.

he birth of the Confrérie Horlogère dates from April 2008. The 2008 – 2009 Companions of the Confrérie Horlogère are: David Rodriguez, Brigitte Carneiro, Ken Koshiyama, Ranieri Ilicher, Sabitry Montandon, and Clara Bise – all watchmakers, plus Gabriel Salgado de Arce, an engraver and watch components chaser.

In March 2009 the Confrérie Horlogère evolved and established two other collections, beside the collection, developed and signed by each Companion, called "Les Complications". The three Confrérie Horlogère collections are:

- "Les Complications": The models on display differ remarkably one from another as their makers are strikingly different personalities. Each Companion presents his or her own approach to horology via their creations, all of which bear their name. The objective is to launch a brand based on his or her name at some point in the future.
- "Les Classiques": The timepieces produced result from the collective inventiveness of the entire membership of the Confrérie Horlogère.
- "Les Masters": Designed and built with the inventiveness and expertise of the R&D department's engineers, its timepieces display exceptional mechanical complexity.

The Master watch

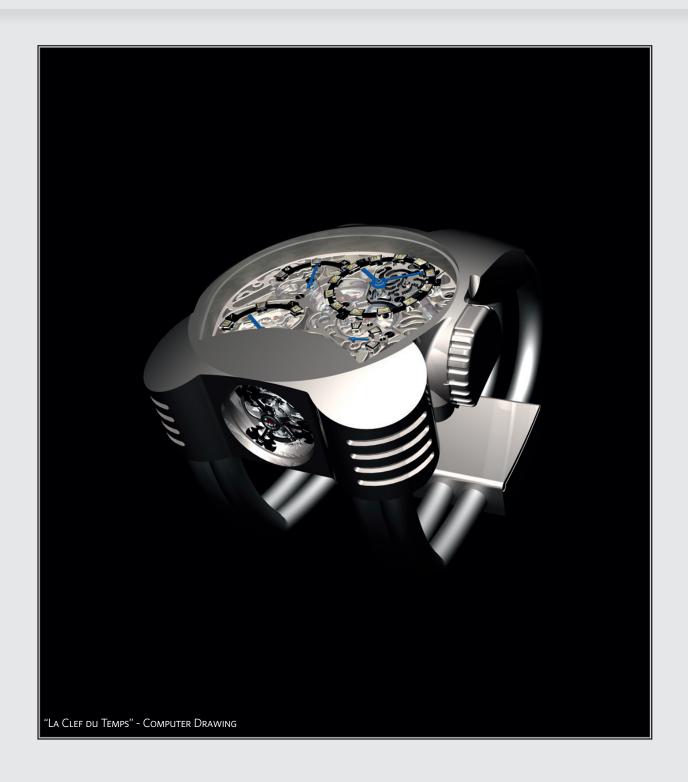
The Confrérie Horlogère's Only Watch 09 (by BNB Concept) is "La Clef du Temps" (the Key to Time) – a watch created by Buttet in collaboration with its R& D equip. It is the first timepiece created in "Les Master" collection. It is a working prototype of a sophisticated time-piece called "La Clef du Temps" which will be produced in small series after the Only Watch 09 auction.

It is an innovative tourbillon watch featuring a hand-wound mechanical movement with hour and minute indications, a 3-day power reserve indication (PRI) in a 120° sectoral indicator at 8 o'clock and retrograde running seconds at 4 o'clock.

The retrograde seconds of 0, 30, 60 – depict the rhythm of time as it passes – and the power reserve reminds you when to rewind the piece as it makes its 0, ½, and three-day passage. Like a body – if you don't eat properly your body doesn't function properly – and so with the watch if you forget to rewind it.

"The funds from Only Watch are there to help the children suffering from Duchenne Muscular Dystrophy," says Buttet. "So I thought: what is it that everyone hopes for? Everyone hopes that these children will live longer than expected. I wanted this watch to express this dilemma."

Buttet wanted the piece to convey two very important and thought-provoking concepts associated with being a parent: Firstly, the idea that however rich you are, true luxury lies in the freedom to manage one's time as one wishes; secondly, the watch has a sophisticated mechanism that allows the wearer to "adjust the speed" of his personal time by adjusting a simple three-position lever that alters the running speed of the hours and the minutes.



CONFRERIE → **CONFRERIE** → HORLOGERE



RUNNING SPEED ADJUSTER

Hence:

Position 1: the pace of time slows by half so that the true value of one hour is displayed as a halfhour on the dial.

Position 2: the pace of time stays at true/standard time.

Position 3: the pace of time runs at double speed so a true/standard half-hour becomes a full hour on the dial of the watch.

As Buttet says, "This way, pleasant moments can be made to last twice as long while unpleasant ones can be shortened by half while the ability to "return" to true time is always there." The watch's extremely sophisticated mechanism allows the watch's time indications to remain in positions 1 or 3 as long as its wearer wishes, since a simple turn of the lever to position 2 (the watch's memory) resets the hour and the minute hand to the real time of day.

As Buttet sees it, it's his way of extracting some form of balance from a seeming unjust world that makes us feel that when life is good, time flies, but it slows to a crawl during the rough patches. As with a child with Duchenne Muscular Dystrophy, the pleasure of the good times passes all too fast and the painful moments all too slow.

The movement is shaped like a stylized human brain, because, according to Mathias Buttet, the time is a sort of "state of mind" which is the result of the will of any single person. Not to have time to do something is, at the end, a personal decision and it is not at all something imposed by someone else.

Every person decides if he or she wants to have the time to do or not to do something. Moreover he adds "If you look at the figures on the dial you will see that they are mirror images of themselves. Some numbers are reflected faceto-face, showing the moment that are the result of the one's will, some others are reflected back-to-back: in this case, it is fate that controls your life."

The futuristic case is shaped like a spaceship—ever searching for a better life - and the strap is composed of four rubber-clad steel strands. Lifetime warranty and the totally Swiss-made provenance of its every part and component are other characteristics of the "La Clef du Temps" as well as of all the timepieces branded Confrérie Horlogère.

TECHNICAL DETAILS THE UNIQUE CH ONLY WATCH 09

Les Masters: "La Clef du Temps" Tourbillon

Caliber: CH 1057-CDT

Movement: Mechanical movement with tourbillon-type Swiss lever escapement,

hand winding

Indications: Hours, minutes, retrograding running seconds at 4 o'clock, special pace-of-time indicator at 10 o'clock:

1. Half-speed,

Standard speed,
 Double speed

Power-reserve indicator (PRI) at 8 o'clock

Dimension: Width: 40.10 mm;

Length: 40.40 mm *Thickness:* 7.80 mm *Jewelling:* 47

Number of elements: 364 **Balance:** 21,600 vibrations/hour

Power reserve: 80 hours

Case: Titanium

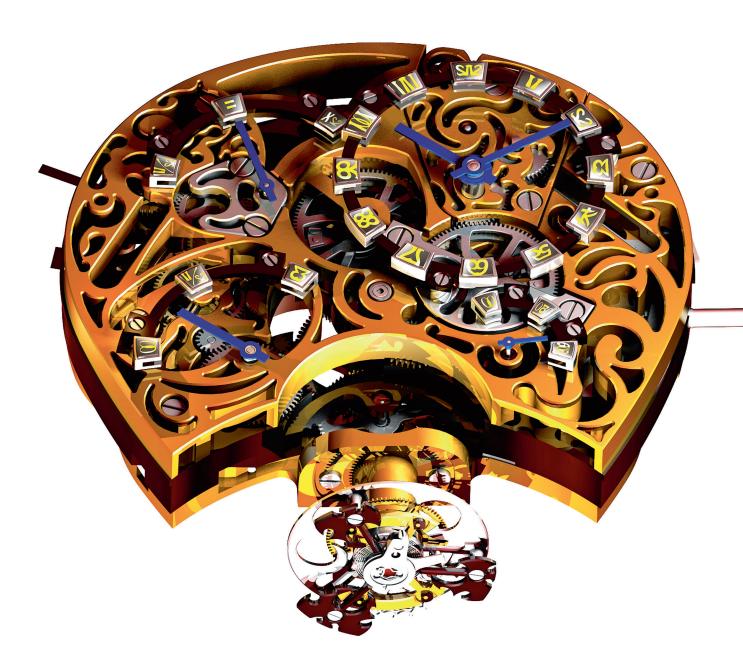
Crown: 2 positions: winding and setting **Water resistant:** 30 m (~ 100 feet) **Dial:** Included in the movement

Hands: Blue

Strap: Four rubber-clad steel strands



Drawing







ANTONIO CALCE, CORUM CEO

CORUM'S UNIQUE VERSION TI-BRIDGE

he Corum adventure began with René Bannwart, who was asked by his uncle, Gaston Ries, to assume joint management of the watchmaking workshop he had been running in La Chaux-de-Fonds since 1924. Together they transformed the business into a watch company with its own brand – Corum – with the motto "Unlock & Conquer".

From the time of its creation in La Chaux-de-Fonds in 1955, Corum was determined to position itself at the forefront of the Swiss watch industry. The emblem, a key pointing skywards, is a symbol of mystery to be fathomed, enigma to be resolved, new territories to be explored, and of innovation – it also alludes to the inventiveness, tenacity and bold spirit required in order to attain the total mastery of time.

In 1956 the first Corum watches appeared on the market and the brand launched a cascade of successful new ideas and was recognized to be one of the most creative in the industry.

"Over the past few years," said Antonio Calce, Corum CEO, "Corum has undergone a complete transformation and repositioning that has enabled the brand to recapture its historical standing and significantly reinforce its horological substance recovering its genetic heritage. The strategy of the brand has completely evolved since 2005, as the brand has rediscovered its roots reinforcing its four fundamental pillars — the Admiral's Cup, Romvlvs, Corum Bridges and Artisans. The development of our human capital, with special attention to a high level of watchmaking skills, technical know-how and product development were our priority.

"If design is important, the watchmaking content has become essential. 2009 is certainly the year when Corum has taken decisive steps in terms of creativity.

"With the launch of our second in-house baguette movement this year in Basel, the Ti-Bridge model, we offer a product that epitomizes the values and know-how of the brand: Creativity, Design, Movement expertise and in-depth watchmaking content. If this watch has a natural affiliation with our Golden Bridge movement, the Ti-Bridge shows its own character and personality."

This timepiece houses a new and exclusive caliber designed, developed and assembled in-house. The CO 007 movement is clearly inspired by the legendary Golden Bridge caliber, while giving a whole new twist to the original concept.

Whereas the shape is immediately recognizable, the dimensions, the components and the technical characteristics are all completely different and testify to the resolutely contemporary spirit of the CO 007.

Integrating sophisticated design features and architectural codes with contemporary materials, the Ti-Bridge immediately establishes itself as a benchmark model.

For Only Watch, Corum has created a unique version of the Ti-Bridge watch. With a movement and case in titanium, the Ti-Bridge gives pride

of place to a material known for its lightness but also for it being difficult to craft. The bridges and plates of the Caliber CO 007 are cut from this ultra-modern material and black PVD-coated. The meticulous finishing on all movements is typified by the upper bridge engraved with the "CORUM" brand name. The bridges are satin-finished, while the generously sized barrel features a snail finish.

Equipped with a balance oscillating at a speed of 4 Hz, Caliber CO 007 is endowed with a 72-hour power reserve. The movement is made from grade 5 titanium – the only kind that can be polish-finished – the curved tonneau-shaped case measures 42.5mm by 41.5mm. Topped on the upper part by a large convex sapphire crystal, the case has a satin-finished case back enhanced by a central rectangular sapphire window revealing the movement.









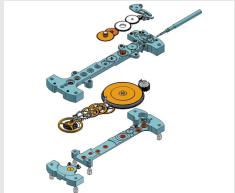
On the case back Corum has engraved a famous quote from Antoine de St-Exupéry taken from the book "Le Petit Prince": "Les enfants seuls savent ce qu'ils cherchent" (Only children know what they are looking for).

The movement is secured inside the case by a set of two titanium "crossbars" that are black PVD-coated. Screwed to the flange, which is itself integrated within the case, they contribute to consolidating the whole construction and to enhancing the aesthetic quality of this model. On the case side, there are black rubber inserts which bring a matt and smooth- looking rubber finish to the timepiece.

The Ti-Bridge is teamed with a black crocodile strap with raspberry-pink hand-stitching to tie in with the aesthetic codes of Only Watch. The Ti-Bridge Only Watch is delivered with a second strap made of rubber, both equipped with a titanium-capped triple-folding clasp.

A truly precious and exclusive model made especially for Only Watch and engraved as a unique piece with CORUM ONLY WATCH 2009 – PIECE UNIQUE.





TECHNICAL DETAILS

THE UNIQUE CORUM ONLY WATCH 09

CORUM ONLY WATCH Ti-Bridge Ref 007.401.04/F371 0000. Unique piece 1/1

Movement:

- CO 007
- Hand-wound titanium baguette movement
- Frequency: 4Hz, 28,800 vibrations per hour
- 21 jewels
- Satin finished bridges with engraved CORUM logo
- Snail finish barrel
- Four triangular casing clamps
- 72-hour power reserve

Functions: Hours and minutes **Case:**

- 42.5 x 41.5mm
- Titanium tonneau-shaped case
- Polish finished to the top of the case with two sand-blasted grooves, rubber case sides
- Fluted titanium crown with satin and polished finishes adorned with the CORUM key symbol in a raspberry-pink color
- 6-screw satin-finished case back with engraved CORUM logo, open case back under the movement and a special engraving CORUM ONLY WATCH 2009 -PIECE UNIQUE and a quote of St-Exupéry

Dial:

- No dial
- Flange coated with PVD
- Hour and minute baton hands with SuperLumiNova and black pvd on suspension bridges

Glass: Sapphire crystal

Strap: Special black crocodile strap with raspberry-pink hand-made stitching. The Ti-Bridge watch is also delivered with a second black rubber strap

Buckle: Titanium triple-folding clasp with opening and fastening system using 2 pushers, bearing CORUM logo

Water-resistant: To 5 atmospheres (165 feet/50 meters)





DAVID ZANETTA, CO-FOUNDER AND CEO

THE LEGEND OF THE "CONVERTIBLE"

he watchmakers' watchmaker, De Bethune was founded by David Zanetta and Denis Flageollet with the intention to move towards a watchmaking with a total respect for watchmaking traditions – Zanetta through his vast knowledge of watch collections and the history of watchmaking, and Flageollet through his many years of experience as a watchmaker.

They called themselves the 'Future Manufactory'. "That was because," says Flageollet, "we asked ourselves, 'What can we do in horology that takes everything into account without limits in order to create exceptional timepieces and totally overcome the problems of the manufacture of entire horological masterpieces, not just the design of the case, the dial, the hands and movement?' Often we take techniques that existed before but were never adapted to use in wristwatches."

he object of the exercise was to completely integrate the movement, case, dial and hands of a watch as if it were an object, rather than a traditional watch — nevertheless, an object that was easy to read, functional, well adapted and agreeable to wear. And all created in the true tradition of a manufactory — a good product, made from quality material and properly completed and finished. Given the ever-changing fortunes of the watch industry over the second half of the 20th century, many of the traditional watchmaking techniques were either lost or at risk of being lost. "It was only those that worked on high quality restoration that maintained these techniques," says Flageollet.

They chose to create their manufactory in L'Auberson where they make their movements, cases and watch plates and assemble their watches, because the Jura area has always had a culture and tradition of well-made mechanical products and high-precision workmanship. Due to the innovative nature of the pieces they make, they are

able to benefit from this local expertise to create their high-precision pieces in-house.

"In 2004," says Flageollet, "we did a huge amount of research and development on the balance wheel – the heartbeat of the watch movement. Nobody has revisited the concept of the balance wheel for at least 30 years. We tried different approaches to create something totally new."

In 2004 they created their first balance wheel using titanium and platinum; in 2005 they improved it by adding thermo compensation. In 2006 they created a completely original balance using the thermo-inert material "silicon" and equipped the balance with a spiral also made from the same material. In 2007 they created one for a 10-day movement and in 2008 evolved it further. They also started work on a completely new concept—made from hard-pressed silicon with an annular balance wheel. In 2009 they created a mix of balances for a completely new tourbillon in order to improve the function of the tourbillon.

"The idea behind the Only Watch piece this year," says Flageollet, "is that after the first DBS developed especially for the launch of Only Watch, and the DB24 prototype with change of speed of the winding stem, this year De Bethune has created a special silicon/platinum balance."

The white gold case of this prototype Only Watch "Periodique" watch encloses a simple and efficient mechanism which uses the new technologies of the De Bethune Research & Development department, achieving the best results in reduction of friction, in movement mass, and in shock absorption.











BACK CASE, POWER RESERVE SECTOR

CONVERTIBLE DEVICE

HAIRSPRING OVERCOIL DE BETHUNE COURBE

In line with its patented balance, registered in 2004, the aim of which is to use materials to give the lightest possible balance with the largest possible inertia, the manufactory has gone even further in producing an oscillator which gives optimum adjustment with minimum loss of energy. The efficiency of this De Bethune regulating element is 20% greater than that of standard watchmakers.

The De Bethune balance is made up of a silicon disc encircled by a platinum ring: this mechanical principle enables the realization of a perfectly regulated balance which doesn't require regulating after assembly. Integrated with the spiral which is fitted with the De Bethune curve (used in all De Bethune calibers since 2004), it forms an oscillating group that takes us yet another step in the long-standing research into isochronisms begun by Christian Huygens in 1675.

Thanks to its geometry, the single plane assembled De Bethune curve enables:

- A perfect centering of the evolution of the turns of the spiral
- The absorption of shocks at the joint of the spiral
- A reduced thickness that gives the advantage of a system which eliminates the asymmetrical evolution of the spiral.

This extra flat curve, which is neither manipu-

lated nor flexed by the regulator, keeps its material characteristics at the same time as having the mathematical qualities of a Philips' curve. This last was used in Breguet's chronograph balance springs which had a great impact on horology from the beginning of the $19^{\rm th}$ to the middle of the $20^{\rm th}$ century.

The mirrored effect of the balance magically reflects the concentric expansion of the spiral and its curve. Its geometry is so perfect that it gives the impression of immobility: only the luminous glittering effect allows you to be aware of its high frequency vibration.

A ruthenium movement with reversed Côte de Genève decoration, triple resistant (friction, movement, shock), hand-polished blued moonphases and hands, stainless steel elements hand-chamfered, palladium white gold case, crown at 12 o'clock, hours, minutes, 6-day power reserve indication at the back of the watch.

"In creating this unique watch," says Flageollet, "De Bethune has once again demonstrated our brand's philosophy of combining respect for tradition, the horological practice of using new technology and the knowledge of using different materials."

TECHNICAL DETAILS

THE UNIQUE DE BETHUNE ONLY WATCH 09

DE BETHUNE "Periodique" Convertible (pocket watch or wristwatch)

Case: Palladium white gold

Movement: Ruthenium hand-finished movement with reversed Côte de Genève decoration, triple resistant (friction, movement, shock), and special DB spiral Indications: Hours, minutes, moon phases power reserve indication on the reverse

Jewelling: 53 rubies **Elements:** 272

Balance: 28.800 vibrations/hour

Power reserve: 6 days

Case: White gold, double treated anti-reflection sapphire glass

Dimension: 42.8 mm Thickness: 11.30 mm Crown: At 12 o'clock Water-resistant: 3 ATM

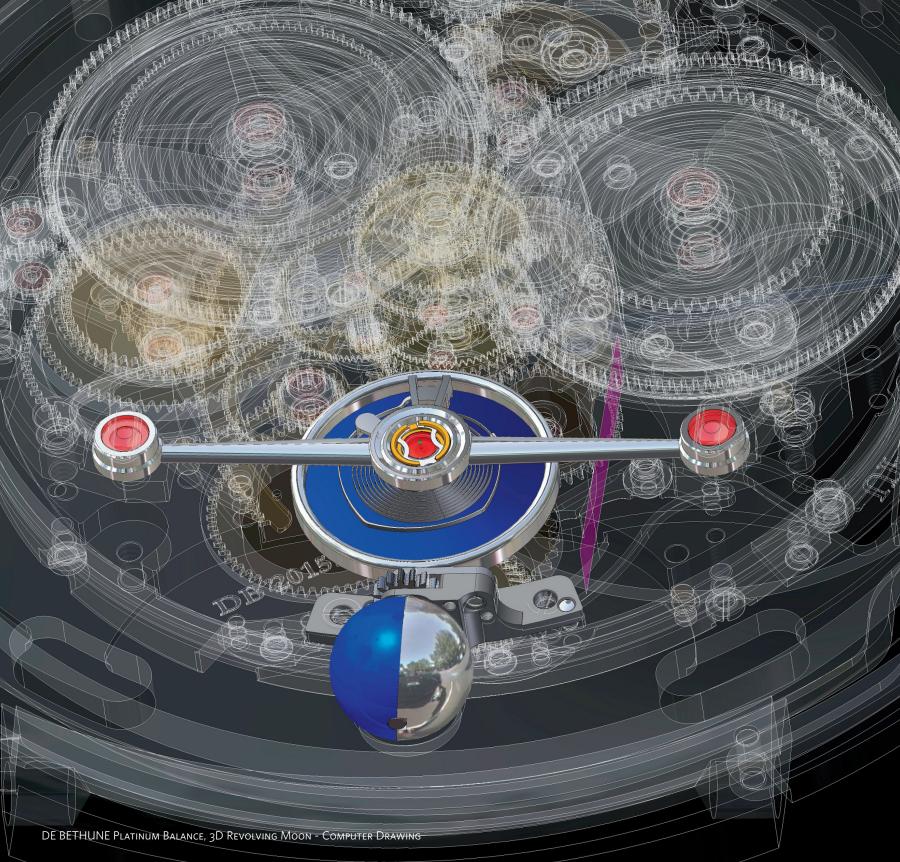
Dial: De Bethune skeleton dial giving view of prototype balance, set in an outer ring with hand-polished blued moon phases

and indexes

Hands: Hand-polished blued

Strap: Unique strap in crocodile covered in white gold, specially made by Roberta Scalia

for this De Bethune Only Watch



deLaCour



PIERRE KOUKJIAN

BICHRONO S3 TAKES TO THE ASPHALT

Pierre Koukjian, a well known modern painter and sculptor who also creates precious jewelry, founded deLaCour with a friend and for a dozen years developed its reputation by making prototypes, doing research work, stone-setting and creating both watches and jewelry for numerous renowned brands.

In 2003 he decided to design a watch just for himself – this watch he called the Bichrono – an innovative dual time-zone watch powered by two independent chronograph movements set in an oversized tonneau-like curved case.

he piece was so impressive that suddenly all his friends were asking him to design a watch for them, and then one famous sports person after another began ordering his watches. Many sports personalities were featured on covers of magazine wearing his watches and so the orders grew and deLaCour was formed. "The amazing thing," says Koukjian, "is that when these personalities wear our watches and are photographed at some event or other, the watch always seems to grab the attention of the camera and become a prominent element in the photo – which obviously helps us to bring the deLaCour brand to the attention of the public."

A niche independent brand, deLaCour gave Koukjian the flexibility to express his creative watchmaking talents. "Small brands, being what they are, cannot afford to follow the trend, they have to be a precursor, think out of the box and take the risks that bigger brands are not willing to take, which is why deLaCour is all about 'Since tomorrow' (the brand's strapline)."

Noted for his penchant for using new and unusual materials in the creation of his limited edition pieces, Koukjian was the first to create a dial in natural wood on a titanium base. Given his origins and his holistic approach to design, it is not surprising that many of his pieces are very tactile and richly embellished with jewels and precious metals – a painter's intuitive approach to design.

The unique deLaCour Only Watch 09 Bichrono S3 asphalt graphite

"I'm sensitive to problems such as Duchenne Muscular Dystrophy and keen to help where I can," says Koukjian, "so when it was first mooted that we participate in Only Watch I felt that this was an important way I could help." In order to answer the brief deLaCour has created a watch from titanium, asphalt and graphite – combining the three materials in a purely creative way. "I like working with natural and unusual materials and since graphite is found in nature and to have it crystallized is exciting although quite difficult to work with, and choosing to use asphalt is very unusual – even though it is a material which sometimes has a mind of its own," he laughs.



deLaCour



CRISTIANO RONALDO WEARING A DELACOUR WATCH



LENNY KRAVITZ AND PIERRE KOUKJIAN



BACK VIEW OF THE MOVEMENT

The Bichrono has been one of the best selling pieces in the deLaCour collection since the company's inception. Thanks to its unique blend of audacious aesthetics and flamboyant innovation, the Bichrono soon made its mark in the world of watchmaking and was nominated in the best design category at the Geneva Grand Prix soon after its launch. A year later, it went on to win a Unique Design Watch of the Year award in Tokyo. The Bichrono has become one of the flagships of the deLaCour collection and is most certainly one of its most instantly recognizable creations.

Koukjian has chosen the Bichrono 3 as the basis for deLaCour's unique Only Watch 2009.

The deLaCour Only Watch 09 Bichrono S3 asphalt graphite

The unique Bichro S3 asphalt graphite, is a homage to Monaco and its famous Grand Prix and carries all the recognizable features of racing cars – the trademark dual time-zone dial, with two ETA 2094 chronograph movements (allowing you to read off the two time-zone indications simultaneously), date indication and power reserve.

The watch also has the famous deLaCour rounded edges, extended lugs, and framed dial – all evocative of the dashboard of a Formula 1 racing car.

The dial has been laid with asphalt so as to create the same texture as a racing track and the same feeling of speed and firmness. On the inner ring of the dial is a checkered flag decoration, that iconic symbol of Formula 1. Added to which, the numerals of the double chronograph are fluorescent – reminiscent of the glowing fluorescent instrument panels of F1 cars during nighttime races.

The case of this unique piece is in titanium with front and back sapphire crystal, the bezel is in graphite and the strap in rubber – all evocative of a truly Formula 1 environment.

TECHNICAL DETAILS

THE UNIQUE DELACOUR ONLY WATCH 09

Bichrono S3 Asphalt Graphite

Case: Steel PVD

Bezel: Graphite

Hands: Stainless Steel

Dual Dial: Asphalt

Movement: Automatic DC 241x2

Indications: Dual time-zone chronograph, hours, minutes, seconds, tachymeter

Power reserve: 36 h

Dimensions:

55mm width, 53mm length, 14mm height

Water-resistant: 3 atm

Strap: Rubber







FRANC VILA

LOVE AND PASSION AND EXTREME SPORTS

nusual for a modern Swiss watch maker, Franc Vila was born in Valencia, in eastern Spain. He became passionately interested in art, design, and watches at a very early age. His love for high watchmaking started when his father's automatic watch stopped. "My father explained to me that the watch only ran when in contact with humans," Vila explained. "This magical way to show the operating of a manual mechanical watch revealed to me that there is a special relationship between men and watches by virtue of which we give them life by our movement, with our very own life, they live – thanks to us."

A collector of watches and other art objects, Vila imagined his ideal watch and on finishing his studies embarked on the realization of his passion: to create the watch of his dreams. Educated in the field of chemistry, he has a depth of knowledge of materials, and thanks to this he was able to create his first wrist-watches in a very special stainless steel with an innovative case structure of two pieces.

s a designer, he was able to create the unique shaped watchcase "esprit unique" which was to become characteristic of Franc Vila watches. Franc Vila started to design watches in 2000, which was when he committed himself to create only high-quality mechanical watches, promising himself to create some of the best timepieces ever made.

The Geneva-based brand specializes in the manufacture of high watchmaking complications in ultra-limited series – guaranteeing a high-quality exclusive production. "We are building into the future while respecting the past – reinventing timepiece forms through an understanding of the contemporary world and some of the most prestigious traditional watchmaking complications," says Vila.

"My watches are inevitably exclusive because their production is limited by their very complexity, by the amount of handcrafting involved in their manufacture, and by my total commitment to maintaining standards of the highest quality," Vila confirms. "In my watches, all is complex, from the concept of the solid case to the mechanisms' manufacture. I can't make simple watches – technical strength is always the main consideration."

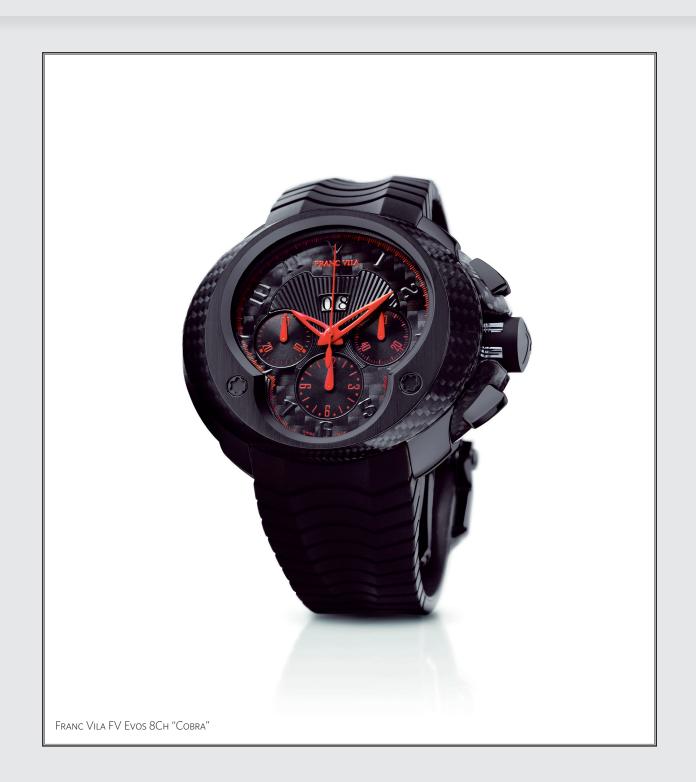
The Franc Vila Only Watch is the FV EVOS 8Ch "Cobra" Chronographe Grand Dateur Automatique, a unique piece from the Cobra Collection that introduced the first evolution of the brand's characteristic "esprit unique" watchcase.

Its new case is dedicated to aficionados of extreme sports. Built to withstand 300 meters depth, the "Cobra" timepieces are specially conceived for hard and intense water activities. The carbon fiber inserts ensure the protection of the watch for even the most exigent sports.

A very wearable watch, the FV EVOS 8Ch Cobra is both extremely sporty looking and impeccably elegant for everyday wear. Its automatic mechanical movement boasts chronograph functions and

a "big date" with a double aperture calendar displaying the date – an easily readable indication, it is both useful and popular.

"My initial intention," says Vila, "was to create an exclusive and contemporary watch built with an excellence criteria even in the smallest details. I wanted to create something innovative and absolutely new and original, something never done before. But innovations cannot be created from scratch they must be anchored in the past in order to take root. When I started designing my watch I had one foot in the past and the other one in the future. I created it in the future but on the basis of the essential and basic shapes in traditional watchmaking."







DETAIL OF THE BACK OF THE MOVEMENT

For Only Watch, Vila wanted to go one stage further, so taking his Cobra design as the basis he created this model around the colors black and red, which are the colors of the Only Watch logo. He wanted to create a truly black watch with a touch of red which conferred an elegant style within a sporty design case. Red is used for numbers and hands with, of course, the special double-side black crocodile leather strap with red stitches.

The more classic design, the most used for functional reasons, is derived from the seconds indicator invention, which generated dual dials: one for the hours and minutes and a smaller one for the seconds. "My innovation," says Vila, "was to take this design but move it outside the watch. This basic design was the basis on top of which I created a contemporary timekeeping concept with a completely integrated design in which all the elements form an inseparable whole. While being complex, it displays pure and simple lines and generates an architecturally strong design with a personality that is instantly recognizable but still in keeping with its classic spirit."

TECHNICAL DETAILS

THE UNIQUE FRANC VILA ONLY WATCH 09

FRANC VILA FV EVOS 8Ch "Cobra"
Chronographe Grand Dateur Automatique

Case: Bezel and middle of the watch in Black DieHard Extreme Steel Special Franc Vila "Esprit Unique" shape with elliptic and circular bezel Chronograph start/stop pusher at 2 o'clock Chronograph reset pusher at 4 o'clock Crystal and case back both in sapphire with double sided anti-glare treatment Water-resistant to 300 meters

Movement: High Grade Mechanical Self-Winding hand-finished complicated movement Caliber FV8Ch Franc Vila Exclusive "Gold Concept Rotor" Power reserve of 42 hours

Functions: Hours, minutes and seconds Chronograph, big date

Dial: Carbon fiber and guilloché
"Big date" indication in central windows
Chronograph subsidiary dials at 6 o'clock
(minutes) and 9 o'clock (hours)
Chronograph seconds indication displayed by a central hand
Seconds indication at 3 o'clock

Strap: Two straps supplied Black Rubber Strap with Black DieHard Extreme Steel Double side crocodile leather strap with red stitching







VARTAN SIRMAKES, PRESIDENT OF FRANCK MULLER

Time "Falls for the Game" 9880 Munegu

he Franck Muller Brand was created in 1992 by Franck Muller and Vartan Sirmakes. It was during this same period that the quartz movement was first launched and was completely changing the watchmaking world. Nevertheless, Muller and Sirmakes decided to go against the trend and launched their brand which specialized in grand complications. Now, nearly 18 years later, the group has expanded to include nine other brands, even so, the Franck Muller brand is still the star of the group, producing approximately 43,000 watches per year.

Since Franck Muller was the first to incorporate a tourbillon into a wristwatch (previously they were only in pocket watches), the spirit of the group is very much complications in particular tourbillions. There are two types of watches at Franck Muller – complications and unusual ways to tell the time – such as the Crazy Hour which was produced for Only Watch 07.

hile it is a young brand in comparison to other Swiss Brands, it is a brand which concentrates on watchmaking traditions combining complications and technical knowhow. All the elements of the movement are engraved or decorated and for watches with a sapphire back, the bridges and movements are also decorated. Franck Muller watches are noted for their creative and innovative design, particularly as far as the indications of the hours and the case are concerned.

"For Only Watch Monaco it is essential to produce something special," says Vartan Sirmakes, President of Franck Muller, "something with the spirit of Franck Muller which also represents Monaco, something that reflects the importance of the event and relates to Monaco. Evidently the piece we have created has very much the 'look' of a Franck Muller piece. In a watch it is always important to find a balance and harmony of design,

especially since the watch is a work of art. Afterwards, evidently, each brand has its own image to personalize in the watch – which is what we have done with this exceptional piece."

Both playful and truly original, the image of time Franck Muller has developed with this wristwatch plays the subtle game of precision and randomness. The Casino watch, crafted in Monaco by the brand's master watchmakers, presents on its dial hour and minute indications, but its unique style really reveals itself when the design of the replica roulette wheel discloses itself!

Like any game of chance, the watch's owner can push the coaxial push-piece on the crown at anytime; this releases a center hand, which turns extremely fast and stops randomly on one of the roulette numbers – whenever the owner of the watch wants it to stop its course! The timekeeper, decorated with the emblematic colors of Munegu (the local dialect name for Monaco) is greatly enhanced by their subtle combination. The striking contrast of its white dial with magnificent vibrant red numerals, associated with the bright red of the crocodile band, truly makes this watch a real child of Monaco.





THE ATELIERS OF GENTHOD







TECHNICAL DETAILS

THE UNIQUE FRANCK MULLER ONLY WATCH 09

Franck Muller Ref 9880 Munegu

Movement: Automatic, with additional module, Frank Muller patent Diameter 26.30 mm, height 5.75 mm

Dial: Hours, minutes, center hand for the game of "roulette"

Power reserve: 42 hours

Frequency: 28,800

Rubies: 21

Decoration on the movement: Côte de Genève, perlage, diamantage, cerclage and rhodium-plating

Case: 18k gold cintrée curvex Length 60.50 mm, width 43.30 mm, depth 12.90 mm

Dial: Flinqué translucent lacquered white sunburst. Decorated with luminous red numerals, the design of a roulette wheel and Monaco's coat of arms

Strap: Hand stitched red alligator





PETER STAS, CO-FOUNDER OF FREDERIQUE CONSTANT

Frederique Constant Just a Heart Beat Away

The Frédérique Constant brand was created 20 years ago by Peter Stas and his wife. The couple was passionate about watches, and wanted to create a business related to their hobby. Slowly but surely they built the company, employing more and more people and simultaneously building their passion for watches. Not surprisingly the company slogan is: Live your passion.

In 2001, the company worked in collaboration with the Dutch watchmaker's school and the watchmaking and engineering schools in Geneva to develop the first Frédérique Constant movement. All the technical and design elements are created in 3D software, then, other than very specialist elements such as the spiral, they are cut, assembled and finished in the brand's manufactory at Plan-les-Ouates.

he first version was simply hours and minutes," says Peter Stas, "which we introduced in the Heart Beat – our signature brand. The specialty of this Heart Beat is that the regulation of this movement is at the front of the watch whereas normally it is at the back. We took that bridge and turned it round so you could see the balance wheel through the opening in the front of the watch – a unique feature which we have been able to patent. In 2005 we added a small module on the hand-wound version and in 2006 we presented an automatic version."

After having created several different versions of their now famous Heart Beat watch, they decided to create a specially engraved Only Watch Heart Beat Trilogy for 2009 – this trilogy demonstrates the capabilities of the brand and reflects the brand's long-standing involvement in specific charities.

Instead of making a watch for men, as Frédérique Constant has done for previous Only Watch events, they decided to create a very feminine Heart Beat Trilogy intended for a very special woman, designed by women – for women. The three watches come in a unique and luxurious gift box designed by Filao – Switzerland, and includes a choice of bracelets. Each of the three watches in the Heart Beat Trilogy has a special theme: the Manufacture, the Double Heart Beat (dedicated to the International Children's Heart

Foundation), and the Love Heart Beat (which is linked to Paint a Smile Foundation).

The first timepiece

The Heart Beat Manufacture Automatic Pavée, a feminine and jewelry version of the Heart Beat caliber, reflects the brand's knowhow. It has an automatic movement and a special aperture on the dial through which the escapement can be viewed. This historical patented development is the foundation of Frédérique Constant's success.

The recently launched Heart Beat Manufacture Pavée, is the most luxurious and ladies timepiece within the Heart Beat collection. The 41mm diameter case is in stainless steel and has a mother-of-pearl dial set with not less than 287 pieces of VS/Full cut, Top Wesselton diamonds (2.7k). The dial has Arabic numerals and a Heart Beat aperture at 6 o'clock through which you can view the movement's escapement.

The second timepiece

The Double Heart Beat Chocolate Pavée, is dedicated to the International Children's Heart Foundation. In 2007, Frédérique Constant's ladies Double Heart Beat Watch Collection helped to cure children with heart malfunctions. For each watch sold, the company donated the cost of a life-saving heart scan to the Heart Foundation, a medical charity dedicated to providing free pediatric cardiac surgery to needy children throughout the world.

This new chocolate version of this watch has a rounded solid rose gold 34mm diameter case. The case and center dial are set with 1.17k diamonds. The Double Heart Beat aperture at 12 o'clock allows you to admire the beating heart of the automatic movement.

The third timepiece

The Love Heart Beat, is the latest ladies' creation of Frédérique Constant. The specially made for Only Watch, 34mm diameter solid rose gold rounded case, is set with diamonds. The dial features a "Love" aperture, also set with sparkling diamonds having a total weight of 1.17k, and is decorated with a subtle heart-shaped guilloché finish. The Love aperture at 12 o'clock allows you to admire the beating heart of the finely decorated automatic movement.

For each standard Love Heart Beat watch sold in China, Frédérique Constant is making a donation to the "Paint a Smile" Foundation. Paint a Smile's mission is to reduce patient anxiety and make hospitals more cheerful and friendly. With these funds, Paint a Smile will, in August 2009, decorate children wards in Beijing Children's Hospital.





TECHNICAL DETAILSThe Frédérique Constant Only Watch 09

Lady Heart Beat Manufacture Automatic Pavée - Ref FC-930ASD4HPV6, total 2.71k full cut diamonds

Functions: Hours, Minutes, Heart Beat aperture at 6 o'clock

Case: Stainless steel, set with 235 full cut H-color diamonds (2.54k), diameter 41mm, anti-reflective convex sapphire crystal, anti-reflective sapphire crystal case back, case back secured with 6 screws, water-resistant to 3 atm. Each case individually numbered.

Dial: Silvered, FC crest decor in dial centre. Roman numerals set with 52 full cut H-color diamonds (0.16k), black steel hands.

Strap: Grey satin strap with water-resistant lining

Movement: Manufacture Automatic Caliber FC-930



TECHNICAL DETAILS The Frédérique Constant Only Watch 09

NEW Ladies "Love Heart Beat" Automatic Ref FC-310LHB2PD9, total 0.94k full cut diamonds

Case: 18K Rose gold Bezel set with 48 full-cut H colour diamonds Convex sapphire crystal, screw-down see-through case-back Water-resistant to 6 ATM

Dial: Hearts "guilloché" decoration Heart Beat Love aperture at 12 o'clock, set with 64 diamonds (0.20k)

Strap: Sweet vanilla satin strap Water-resistant inner lining

Movement: FC-310 automatic caliber Love aperture with "perlage" finishing on the balance's bridge opening



TECHNICAL DETAILSThe Frédérique Constant Only Watch 09

NEW Lady Chocolate Double Heart Beat Automatic Pavée - Ref FC-310CDHBPV2PD9, total 1.17k full cut diamonds

Case: 18K Rose gold
Bezel set with 48 full-cut H colour diamonds
Convex sapphire crystal, screw-down
see-through case-back
Diameter of 34 mm
Water-resistant to 6 ATM

Dial: Chocolate mother-of-pearl with 8 diamond-set indexes
Double Heart Beat aperture at twelve o'clock Pavée center set with 61 full-cut H colour diamonds

Strap: Gourmet-chocolate satin strap Water-resistant inner lining

Movement: FC-310 automatic caliber Double Heart Beat aperture with "perlage" finishing on the balance's bridge opening



GERALD CHARLES

A Turtle with the Characteristic Panache and Inventiveness of Mr Gérald Genta

ver since the Gérald Charles brand was founded just a few years ago, clients have displayed their profound attachment to the characteristic panache and inventiveness of its creator, Mr Gérald Genta. In a swiftly changing world, Gérald Charles pursues its quest for excellence by producing collections that prove that time never stands still, and is instead a perpetual invitation to journey through a world of dreams.

The Gérald Charles brand owes its success to the remarkable person of Gérald Genta. A legendary and unique watchmaker, Genta has left an indelible mark on each stage in the company's development. Constantly looking for new places and new fields of inspiration and creativity, Genta nurtures his imagination by the encounters and discoveries experienced during his extensive travels.



ACTUAL SIZE, ARTIST'S DRAWING

r Gérald Genta is undoubtedly the most creative watch designer of the past fifty years. Born in Geneva, but of Piedmontese origin, he is endowed not only with that mysterious Italian flair for design, but also with the meticulous approach and technical qualities inherent to the Swiss watchmaking tradition.

This dual heritage doubtless lies behind the exceptional style of Mr Gérald Genta, and is characterised by a perpetual desire to capture time within fabulous showcases. The Master has created a considerable number of iconic timepieces for prestigious brands, including the Royal Oak (Audemars Piguet), the Nautilus (Patek Philippe), the Constellation (Omega) and the Bulgari Bulgari (Bulgari).

Free of any material constraints, he lives his two passions – haute horlogerie and painting – to the full. These two loves give rise to a unique style eloquently displayed in the Gérald Charles timepieces. But while the artist stands alone in front of his canvas, he is careful to surround himself with the finest craftsmen in order to ensure that each watch creation is distinguished by its design, its precision, and its originality.

Gérald Charles is intended to be a unique meeting point where skills and creative visions join in the pursuit of a single-minded goal – that of tracing the roadmap to excellence. Among the numerous values associated with luxury, one that is particularly in tune with the Gérald Charles brand is "exclusivity".



GERALD CHARLES



Rather than opting for high-volume production, the brand has followed the spirit of Mr Genta by choosing to focus on non-conformism and inventiveness. It is therefore naturally pursuing its intimate relationship with its customers by offering models in limited and, when it comes to some really exceptional creations, sometimes ultra-limited quantities.

Guided and headed by Mr Genta, a group of watchmaking experts works in perfect harmony on the development of the brand's collections. Stemming from the encounters and wishes of the Master, this team includes the magical BNB trio, acknowledged aesthetes in the field of Grand Complications; the "Artisans Horlogers" who are past masters in the art of development and finishing; as well as the brilliant dial-maker Luis Villa. Devoting the full measure of their talent to their art and using a blend of ancient and modern techniques, these artisans play an active role in the composition of the luxurious Gérald Charles timepieces.

A unique shape for a unique piece

For Only Watch 09 Gérald Charles is unveiling a new interpretation of the famous Genta spirit – the Big Date Gérald Charles Turtle with a highly original square case with elegant cut-off corners. The decoration of the front of the watch is enriched with six clips which clip over the white gold bezel and are each topped with a blue lapis cabochon in white gold, treated with blue PVD to match the blue of the center of the dial and the white outer ring of the dial track.

A small gold turtle continually turns at 6 o'clock, indicating the seconds and giving a touch of "nature" to this unique creation. Genta's inspiration for this unique timepiece came from both the sea and nature. Along with the sea, Genta imagines the endangered turtle living forever, much like the ever-turning small seconds.

TECHNICAL DETAILS

THE UNIQUE GERALD CHARLES ONLY WATCH 09

The Big Date Gérald Charles Turtle

Movement: Mechanical self winding

Caliber: 3532 La Joux-Perret

Frequency: 28,800 vph (4Hz)

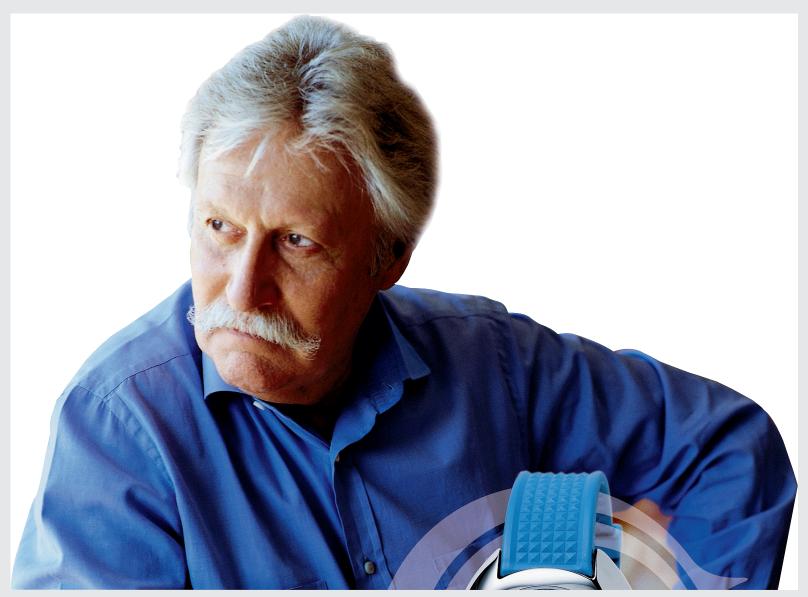
Jewels: 26

Power reserve: 44 hours

Case: White gold

Folding clasp: White gold

Strap: Crocodile



GERALD GENTA

GP GIRARD-PERREGAUX



Luigi Macaluso, President Stefano Macaluso, Vice-President

THE BUSINESSMAN'S ULTIMATE WORLD TIMER

ew names in the rarefied world of Swiss "Haute Horlogerie" are as evocative and rich in history as Girard-Perregaux. The activities of the company can be traced as far back as 1791 and are marked by exceptional timepieces such as the Tourbillon with three gold Bridges.

Girard-Perregaux is one of the rare genuine Manufactures. Under the leadership of Luigi Macaluso, President of the Brand since 1992, the company, takes a holistic approach to watchmaking, designing, creating, developing and producing both the external components of a watch and its core, the movement.

or us the movement is not a marketing tool but is the heart of the company," says Stefano Macaluso, Vicepresident of Girard-Perregaux. "Over the last 30 years we have made huge investments in R&D. We have invested time and money producing different families of movements, not just watches."

As a consequence, Girard-Perregaux has one of the most comprehensive movement portfolios with more than 100 different versions: a wide collection of haute horlogerie movements, a complete range of self-winding mechanical movements which can be fitted to all watch types, and also a quartz movement collection, which is why other watch companies are buying Girard-Perregaux movements.

Alongside the development of the movement portfolio, Girard-Perregaux also pays a great attention to ergonomics, shapes, and materials. This holistic and passionate vision has given rise to emotionally charged watches. "As my father says," under-lines Stefano Macaluso, "we must be more Swiss than the Swiss and in the meantime our Italian culture helps us to find most interesting details and shapes.

"For us it is important to find the best combination between design and engineering and the use of contemporary materials. The main target is to find the best balance between what is inside the watch and what is outside." To achieve this they spend years in trials and research making up to 20 different prototypes in order to be satisfied with the result.

This integrated approach means that the Manufacture brings together many of the different skills, from engineers to master-watchmakers, via enamellers or movement decorating specialists. Each specialist devotes all his experience to perfecting the watches, with meticulous patience and know-how enriched by generations of craftsmen.

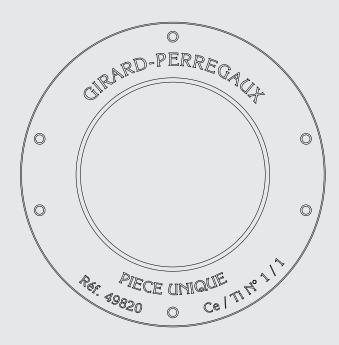
"Behind our cases, behind our movements we have extremely skillful people," comments Macaluso. "We need watchmakers with at least ten years training. It sometimes takes years to develop and produce a new model. We produce just a few thousand watches per year, all handmade. We do not have a mass market attitude, we are much more interested in quality than in quantity. We make a limited production since each watch takes so many hours to make."

"For Only Watch 09 we have created a special World Time wristwatch," explains Stefano Macaluso. "It is a special edition from our ww.tc collection – that means, World Wide Time Control. It integrates two important complications: a world timer and chronograph."

This unique watch has white luminous central hands that display the local time and an outer rotating ring displaying 24 world time-zone cities.



GP GIRARD-PERREGAUX



Every city symbolizes a time-zone in the world. For this unique Only Watch edition, Girard-Perregaux has chosen Monaco to represent Europe.

"So, if it is 2:45 p.m. in Monaco," says Macaluso, "and you want to know the time in Tokyo you look for the city of Tokyo on the outer ring, and you see it is 10:45 p.m.. The rotating discs make one turn every 24 hours. The day hours and the night hours are also indicated by a small moon over the night hours and a small sun over the day hours."

This is also the first ww.tc chronograph to feature a fly-back function thanks to the Girard-Perregaux mechanical movement GP3387. This means that the chronograph can be instantly re-set to zero and restarted without pushing a stop button, thus saving precious time.

This watch also has a 43 mm black ceramic case. "Ceramic is interesting," says Macaluso, "because in the last ten years the technology has developed tremendously. This outstanding mate-

rial is extremely resistant, anti-scratch and is also very light, which gives the watch a sporty look which is enhanced by the red hands." This case – made of 43 different components— is the result of an advanced technology design and involves ultra-modern production methods.

"This piece represents the spirit of the brand quite well," says Macaluso. "Firstly because it is a world timer and secondly because of the ceramic used for the case — Girard-Perregaux is a historical brand with a contemporary approach translating traditional crafts into a modern attitude. This complication and this material really prove this. Today we live in a society where people move around all the time, so this type of complication is completely coherent in terms of design and in terms of function to a contemporary lifestyle."

TECHNICAL DETAILS

THE UNIQUE GIRARD-PERREGAUX ONLY WATCH 09

Girard-Perregaux ww.tc Ceramic Only Watch 09 Fly-back chronograph with world times indication

Case: Black ceramic and titanium case with rubber coated crowns and push-buttons Inner titanium container
Satin-finished case

Diameter: 43.00 mm **Height:** 13.40 mm Sapphire crystal

Titanium case-back secured by 6 screws, with

tinted sapphire crystal Total of 43 components **Water resistance:** 50 meters

Dial: Black sunray dial with luminescent hour markers and numerals, luminescent hour and minute baton-style hands, red chronograph center second hand, black sub-dial hands

Movement: Girard-Perregaux movement

GP3387

Mechanical with automatic winding

Caliber: 13'''
Height: 8.20 mm

Frequency: 28,800 vibrations/hour (4 Hz)

Jewels: 63

Power reserve: minimum 46 hours

Functions: hour, minute, small seconds, date, fly-back chronograph, world times with day/

night indicator

Rubber strap with safety folding buckle



GIRARD-PERREGAUX GP3387 MOVEMENT - AUTOMATIC WINDING - FLY-BACK CHRONOGRAPH WITH WORLD TIMES INDICATION





THIERRY HERMES

HERMÈS, SIMPLY GOOD TASTE PERSONIFIED

Pounded as a saddler in 1837 by Thierry Hermès, Hermès has seen five generations of enterprising artisans open up and conquer new domains. Throughout, the House has grown in a spirit of inventive fidelity to the essential values handed down from its founders who guided its first steps into a century eager for change and progress.

As respectful of the past as they were enthusiastic about the future, they passed on to their successors a fervent appreciation of fine materials and simple presentation, a love of superb craftsmanship, and the energy to keep on innovating.

n the 1920s, Hermès made its entry into watchmaking through its finely worked watch straps made from the hides of goatskin, calfskin, buffalo skin, ostrich skin, alligator and leather. From 1928 to 1978 Hermès created pocket watches, wristwatches and table clocks in partnership with the most prestigious Swiss watch manufacturers.

In 1978 Hermès established itself as a true watchmaking company when it founded in Bienne, Switzerland, the ateliers of La Montre Hermès where the company assembles it watches, and bracelets in exotic skins, and produces special orders. Defenders of their ancestral know-how linked to leatherwork, the artisans at Hermès continue to create unique timepieces following the tradition of the Hermès table clock "Plein cuir" (full leather).

"Hermès originated making harnesses for horses," says Philippe Delhotal, Director of Style and Creation. "This is why we decided to present a piece of our traditional métier to Only Watch. The piece we have made for Only Watch – a Full Leather

table clock – is made by hand and represents the most beautiful Hermès métier – leatherwork. It is a table clock based on one in our archives from the 1930s which we have given a new life and dressed it in a special leather for the occasion."

An expression of the know-how of the brand, this table clock pays homage to the universe of the saddler by its style and use of full leather – the result of carefully superimposing several layers of skillfully prepared skins.

The clock has the characteristic pure lines of the 1930s – today revisited but conserving the details which first gave it its personality – leather dial, anthracite metal indexes and hands, and manual winding key in the shape of a Hermès "H".

Singular, not ostentatious, discreet and at the same time elegant – there is no one but Hermès who could make such a clock and probably no one but Hermès has the legitimacy to do so.

Leatherwork is the first métier of the House – so

they decided that in their gift to Only Watch they particularly wanted to demonstrate the know-how of the brand which is initially based around the métiers of leather and leatherwork and by the use of which they can give a unique dimension to any object they create.

Its movement is planted at the heart of the clock surrounded totally by 12 layers of leather – a bright red alligator skin covers the dial and the back – the patient work of traditional "haute couture" completely done by hand. The stitching all around the dial is in natural white linen thread – a sign of true leather craftsmanship.

"This full leather table clock," says Delhotal, "is an object that we have recreated in a different leather and different texture from the one in our archives."









The product is made by the artisans in the Hermès ateliers in Bienne. "This is why," says Delhotal, "it is important for us to share with you our pride in our know-how. In this object, which is a little bit different to traditional timepieces, we display all our craftsmanship. It is quite complicated to make because the layers are built up progressively around the mechanical eight-day movement at its center."

The layers of leather are terminated by a layer in alligator skin, finished in the colors of Hermès, and with bevelled indexes in black nickel to give it even more character and reflect the light. On the one index is discreetly engraved "Only Watch". It will be delivered in a Hermès red lacquered traveling case which carries a small plaque: "Only Watch 2009".

This clock is an object which is simple, elegant and singular. It clearly displays the passion, expertise and experience of the brand. Hermès is in a métier that creates beautiful objects, and this is a truly beautiful object, made for the pleasure of giving and, for Hermès, for the pleasure of having the opportunity to make such a beautiful object.

TECHNICAL DETAILS

THE UNIQUE HERMÈS ONLY WATCH 09

Hermès Full Leather table clock

Functions:

Hours, minutes

Movement:

Mechanical 8-day manual winding movement Caliber 51 42 mm diameter (19 lines) 96 mm thick 18,000 vibrations per hour (2.5 Hz) 8-day power reserve 95 elements, 15 rubies

Dial:

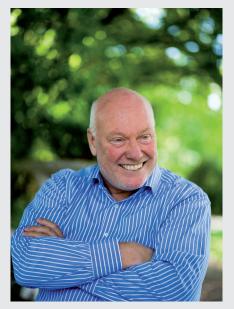
Hermès leather in bright red alligator Finished "piqué sellier" stitching Indexes and hands in anthracite metal (black nickel).

Case:

Rectangular, in steel and Hermès leather 175 mm high 150 mm wide 37 mm thick 12 layers of leather







JEAN-CLAUDE BIVER, CEO HUBLOT

DESIGNED BY A CHILD IN SUPPORT OF OTHER CHILDREN

ublot was created in 1980 and its first watch design was inspired by a boat's porthole. Sobriety, comfort and the characteristic shape of Hublot watches soon made them highly sought-after pieces, especially by royalty.

It was the first time in watchmaking that natural rubber had been combined with gold. For Hublot, rubber was not a fashion phenomenon, but a manifestation of its philosophy. At this time, Hublot was one of the last remaining independent family watchmaking businesses with a single-product concept and as a consequence, its complete creative liberty enabled it to preserve its personality and expand its range by offering complications or limited series.

In 2004, when Jean-Claude Biver took up the role of Hublot CEO, the "Art of Fusion" became the way of thinking and of creation at Hublot: combining unexpected materials (such as ceramic, carbon, tantalum, tungsten, titanium, magnesium) with precious and conventional materials, employing the cutting-edge technologies, while still remaining true to traditional watchmaking know-how.

The collection launched in 2005 was called "Big Bang". A perfect illustration of the art of Fusion! The bezel and case had sharper corners, screws passing right through the case and the rubber strap – retained the look of the first Hublots. Within a year, the Big Bang won numerous prizes and was released in various sizes with assorted complications such as tourbillon, large date, power reserve indicator and split seconds.

"The initial design was created by my son, Pierre," says Jean-Claude Biver, CEO Hublot, "created by a child in support of other children. He put the red on the black and, at first, we thought it would

be impossible to use but then we decided to make one unique piece for Only Watch from this design."

Pierre originally designed the watch in two other color options but evidently for Monaco red was the only option... "I find the watch interesting because we have tried to keep the character and spirit of the design in our Only Watch piece," says Biver. "We will include the original design in the presentation box of the piece along with the watch's instructions for use."

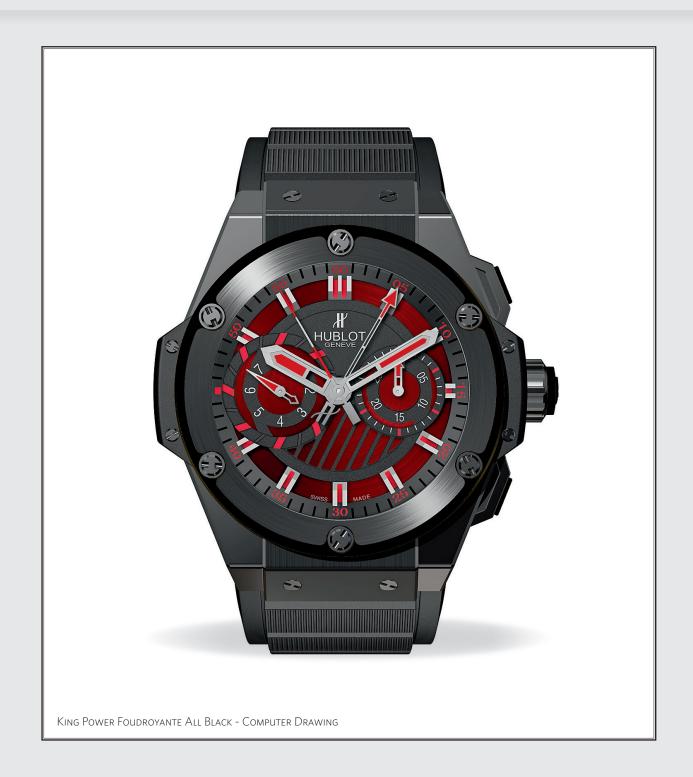
Hublot's Only Watch 09 continues the very Hublot look. It is a unique piece in their new King Power line — a chronograph with split time counter with indications to one eighth of a second. The watch has a special Only Watch dial and carries an Only Watch transfer. "Whoever buys this piece will be the first to wear a watch in this collection because it has not yet been commercialized," confirms Marco Tedeschi, Product Director.

The movement is a Split Second and Foudroyante.

The fly back hand allows you to measure time to an impressive eighth of a second and the split second hand can be used to record an intermediate time by means of the two chronograph seconds hands. When recording a time, the first so-called "Split-Second" hand is stopped while the second continues to move. This mechanism makes it possible to observe the lapsed period. Then, by pressing the push-piece a second time, the hand is made to catch up with and remain superposed on the seconds hand. This function can be used to calculate the intermediate time of one runner, or the times of two runners.

The case is in sandblasted black ceramic and the screws are typical "H" screws flush fitted. The crowns and push pieces are in PDV-treated black titanium.

The watch strap is in rubber – continuing the now traditional Hublot concept of the fusion of materials. The inserts in the push pieces and the crown are also in rubber.







Hublot building Nyon

The dial is very technical and complicated because the dial consists of five pieces plus the indexes and it has a base plate which has been specially made for Only Watch with circular satin finish – reminiscent of the colors of Monaco. The two counters have red SuperLumiNova markers so you can read the chronograph even in the dark. The minute indications are also in red SuperLumiNova. The difficulty to fix the 3D indexes was very unusual in that they fit onto the base plate but are "clipped" into the seconds' ring.

The hands are also complex because they are in relief, made of several layers folded back on themselves — continuing the very distinctive Hublot look. The dial is marked "Only Watch Unique Piece". The two faces of the sapphire crystal are double anti-reflection treated.

"The movement was developed with La Joux-Perret who made it especially for us," says Tedeschi.
"The bridges are rhodium-plated and the other elements of the movement satin finished. The os-



ATELIER



DETAIL OF THE KING POWER MOVEMENT

cillating mass in this special Only Watch piece is quite special because it has King Power in red to reflect the color of the special dial."

The engraving on the back of the King Power would normally be in black on black, tone on tone, but for this special piece "Only Watch 09" watch they have done the engraving in red on black – again, reminiscent of the dial of the watch.

The shape of this special unique version of the Hublot King Power watch is instantly recognizable as Hublot with its fusion of materials and elements, and bezel with inset screws. "It is very futuristic as all Hublot watches made since 1980," concludes Tedeschi.

TECHNICAL DETAILS

THE UNIQUE HUBLOT ONLY WATCH 09

King Power Foudroyante All Black

Case: King Power diameter 48 mm in micro

blasted black ceramic

Bezel: Black microblasted ceramic with black

rubber molding, with 6 black PVD-coated titanium raised H-shaped screws

Crystal: Sapphire crystal with interior/exterior

anti-reflection treatment

Bezel lug: Black composite resin **Lateral inserts:** Black composite resin

Case back: Black microblasted ceramic and red ink Crown: Black PVD titanium with black rubber insert

Push-pieces: Black PVD titanium with black

rubber insert

Water-resistance: 100 m or 10 ATM

Dial: Multi pieces with matt black micro blasted additional counters, flange and red satined base;

markers with black nickel treatment; red SuperLuminova™ transfers

Hands: Brilliant black nickel chronograph hand; brilliant black nickel with red SuperLuminova™ hours and minutes hands; brilliant black nickel with red SuperLuminova™ split-seconds hand; brilliant black nickel with red SuperLuminova™ foudroyante hand

Movement: Self-winding mechanical split-seconds foudroyante chronograph, Hublot HUB44 RTF caliber developed with La Joux-Perret

Bridges: Polished, satin-finish with chamfered edges

Screws: Black PVD

Oscillating weight: Tungsten carbide with dimpled

surface coated with black PVD

Bottom plate: Sand-blasted; rhodium-plated

Barrel: With reinforced spring

Escapement: Glucydur balance spring

Power reserve: 42 hours

Strap: Adjustable jointed black rubber **Clasp:** Black microblasted ceramic and black

PVD steel deployant clasp

Limited Edition: Unique piece





PIERRE JAQUET DROZ

JAQUET DROZ FIRED AT 800° AND READY TO GO

aquet Droz was founded in 1738 by Pierre Jaquet Droz, one of the most important watchmakers of the period. He was the inventor of numerous watchmaking innovations and is considered the first entrepreneur of the watchmaking industry. He founded his first manufactory in La Chaux-de-Fonds in 1738 followed in 1774 by one in London (as London was the main trade route to Asia and China in particular), another in 1784 in Geneva (where all the different métier d'art were based), and in 1785 he created a small workshop in Paris.

Jaquet Droz was famous for his exceptionally decorated dials as he evolved the incorporation of paillons, stone setting and enamel to a seriously sophisticated art form. He was also the first to really develop singing birds and animated mechanisms and to decorate automatons, he even combined a cam system with a disc on which 40 characters could be written, combining a mechanical system with memory – a rudimentary computer.

he company was bought by the Swatch Group in 2000. "The new team," says Manuel Emch, President of Montres Jaquet Droz, "decided to take the spirit and values of the design, craftsmanship, philosophy and emotions of our 18th century founder and link them to the 21st century. The watch we have created for Only Watch 09 is a combination of these values."

Bringing back lost crafts

Enamel is a very humanized material and as such has imperfections. If you look at its surface it is never uniform — it epitomizes the contradiction achieved by trying to put something that is organic into an environment that is calculated to one tenth of a millimeter. This makes it very difficult to craft and adapt and results in a high number of breakages.

"Because there was not any demand for the technique," comments Emch, "when we first started there was only one person who practiced traditional enameling techniques. But full-fire enamel dials make sense given the history of Jaquet Droz. There was a huge risk that this craft would dis-

appear forever but we have redeveloped and researched the science behind enameling and can now boast five enamellers."

The numeral 8 holds great importance for the brand and the philosophy behind the brand:

- Historically given the "8" design of Jaquet Droz pocket watches from 18th century.
- Commercially 8 is the Chinese lucky number (and is also the number considered to be most lucky worldwide).
- 3. Mathematically 8 is like infinity some thing which has no beginning and no end.
- 4. Intuitively 8 is the first figure a child draws.
- Metaphysically 8 is the only numeral which is closed – so containing the energy flow.
- 6. 8 is made up of two rounds the round of the slow time which is overtaken by the fast time – the seconds' dial is bigger than the hour dial.
- 7. The Jaquet Droz logo with the two stars the original master seal from the 18th

- century, and the only numeral which can enclose these stars is the figure 8.
- 8. Jaquet Droz collections are always limited to 1, 8 or 88.

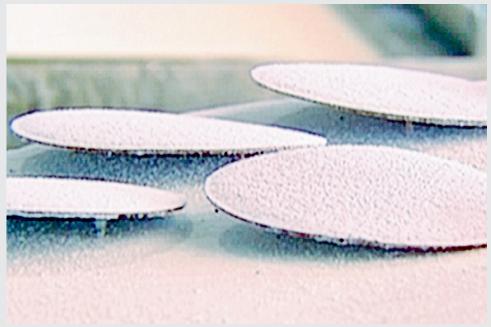
Jaquet Droz Only Watch 09

The first watch Emch designed for the company continued the philosophy of the early Jaquet Droz 18^{th} century transposed into the 21^{st} century. It was based on an original 18^{th} century Jaquet Droz pocket watch and used the same craft techniques — with a full-fire ivory enamel dial. The watch continued the look of the pocket watch, with oversized bezel and dome-shaped crystal glass and crown which is reminiscent of a pocket watch crown.

The Jaquet Droz Only Watch 09, a unique piece with 70 hours double barrel automatic movement, follows this same logic of combining the past and the future. A unique piece with a unique red enamel dial – red the color of Monaco – the complexity of the enamel has taken six years to develop. It uses the same base material but in two totally different ways: traditional 18th century enamel on one side, which is based on zirconium,







ENAMEL POWDER

and on the other 21st century ceramic zirconium. Enamel, which is imprecise and individual and has structure, is the focus of interest of the piece, and ceramic, which is mathematical and extremely precise, demands a very exact and completely opposite approach.

Because 8 is the first intuitive figure drawn by a child and because Only Watch's function is to support research into Duchenne Muscular Dystrophy, Jaquet Droz has chosen to use this on the dial. Added to which, ceramic is the second hardest material (after diamonds) so it signifies resistance and protection for the child – like a shield. "It's a glimpse into what the Monegasque Association against Duchenne Muscular Dystrophy is facing with the disease," says Emch. To emphasize the purity and innocence of childhood the watch was designed with a white ceramic case, which has also become very much the watch for nonconformists.

An ivory colored enamel dial needs about ten layers to achieve the right color, with each layer being fired at 800°. Black needs 15 layers and 15 firings, and blue 18 or 19, but red needs an amazing 22 layers. So every time you add a layer you add another complication. Each time it is fired you add another risk of breakage and another risk of bubbling.

"We started trying colors in 2003," says Emch, "and it took us 6 years to find a way to stabilize the red color. This is also due to the enamel's reaction to the firing – the red reacts differently to different colors – so we had a lot of breakages and it is impossible to achieve a consistent red! It is the first time we have created a completely red dial and, given the complexity, it is probably the last," adds Emch with a smile.

TECHNICAL DETAILS

THE UNIQUE JAQUET DROZ ONLY WATCH 09

Grande Seconde Ceramique, Hommage Genève 1784

Ref J003036207

Movement: Jaquet Droz 2663, self-winding mechanical movement, double barrel, 22-carat white gold oscillating weight

Indications: Off-centered hours and minutes Large seconds subdial

Jewelling: 30 jewels

Number of elements: 138

Balance: 28,800 vibration/hour

Power reserve: 68 hours

Case: White ceramic, diameter Ø 44 mm, individual limited series number engraved on the case back

Water resistant: to 30 m /100 feet

Dial: Handcrafted Red Grand Feu enameled dial. Numerus Clausus of 1/1

Hands: White gold

Strap: Natural white rubber

Clasp: Stainless steel folding-clasp



DEMONACO



Tools of Mr. Jochen Bezinger

BLACK CASINO AT ATELIERS DEMONACO

e're just three Dutch guys with a dream – to create high-end luxury watchmaking," says Robert R van Pappelendam, Initiator and co-founder of Ateliers deMonaco. Having worked together for many years at Frédérique Constant they were looking for the best way to fulfill their dream. Finally they decided that the reason they had been successful with Frédérique Constant was that they had new ideas and a story to tell. And where would such a luxury brand be based? After long discussions they each came to the conclusion, for completely different reasons, that this should be Monaco.

"One thing we did not want to become was a brand that just happens to be called 'Ateliers deMonaco'," says van Pappelendam. "We felt that that would completely miss the point. What we have done in order to anchor the brand in Monaco is to create our atelier right in the heart of the town next door to the Hermitage, right in the Palais de la Scala – we are based in Monaco and it is a Monegasque company. It has been fabulous how we have been welcomed into the community there which is why it is important to us to be part of events such as Monaco-based Only Watch."

hey see Monaco as full of contrasts – visually and culturally. It is this dualism they look to capture in the design of their watches. "A lot of what is magic about our Only Watch 09," says van Pappelendam, "goes back to the passion, craftsmanship and precision of our tourbillon. This tourbillon is one of the most precise in the world – the movement has a maximum deviation of between zero and two seconds in 24 hours. It is a hybrid between modern technology and traditional craftsmanship."

"The reason we are able to achieve such accuracy with this watch is the use of the most modern materials and technology," says Pim Koeslag, Master Watchmaker and co-founder of the brand. "The silicium escapement and anchor are developed in-house with the help of external specialists, in fact, when we finally finished it, we could hardly believe its extreme accuracy."

They patented their system to balance the tourbillon cage and ensure the gravity point is in the center of the cage. "This allows us to have a flat line of rate difference and amplitude even at vertical positions," says Koeslag. "I personally have never seen such precision before in a tourbillon."

Their Xtreme Precision (XP) technology allows the 28800 beats an hour to be translated into ultimate accuracy, regulated to a tolerance between 0-2 seconds/24H. This precision is enabled by three innovations:

- Perfect Balance Cage Their technology allows the watchmaker to balance the weightof the tourbillon cage by manually adding or removing small metal weights at the opposite sides of the escapement. This is to bring the gravity point of all 80 components to the center of the cage to achieve perfect balance.
- Silicium escapement and lever This is a material normally used in the aerospace, micro processor and semi-conductor industry for its unique properties: low weight, extreme hardness and high corrosive resistance. The combination of making both escapement wheel and lever from silicium results in significantly improved energy efficiency. The extreme hardness (almost twice as hard as steel) results in low friction so no need for lubrication. And as the material is not magnetic, there is

no interference that could cause irregularities in the precision.

Deep Reactive Ion Etching and LIGA – This
precision manufacturing method creates individual components. In comparison, traditional
methods require continuous fine-tuning of the
machines due to wear and tear. As a consequence,
the DRIE and LIGA process has significantly improved manufacturing accuracy: up to 10 times
more accurate than conventional machining
methods.

There is a lot of innovation in this watch – some of it based on technology, some, such as the sapphire bridge on which the tourbillon is built, are more aesthetic innovations. One of the ideas they had in their initial designs was the vision of Monaco seemingly floating above the Mediterranean – but how do you recreate it? Finally, Koeslag said, "We just need to make it float."

"It is quite difficult to make a sapphire bridge," laughs Koeslag. "Only one supplier was able to cut it successfully – and then there was the problem of fitting the ruby that sits on the sapphire bridge..."



DEMONACO



Tourbillon Cage





SAPPHIRE BRIDGE

Mr. Bezinger



PRODUCTION OF SILICIUM ESCAPEMENT MODERN TECHNOLOGY

There are two bridges holding the tourbillon cage — the sapphire bridge on the front, and a hand mirror-polished steel bridge on the reverse — it takes an entire day to finish just one.

The case is built up of 33 individual components that are assembled by hand. This and the convex curves they have used in the watch, was the only way they could achieve the contrasting finishes they wanted for each surface in order to replicate the special light effects you get in Monaco.

The intricate hand engraving of the 18k rotor has been done by industry-recognized Mr. Benzinger, who has also decorated the front and back of the Ateliers deMonaco shield that can be seen through the sapphire crystal back. The hand-finishing of just one hand-cut and handmade watch takes 120 hours. All the edges of the movement are curved and hand-finished. The sapphire is double anti-reflection treated on both sides. The inside case is of titanium grade 5 with fishscale finishing.

"The chamfering of the bridges is done so as to create extra light reflection," says van Pappelendam. "The idea was that everywhere it goes this watch reflects – as in Monaco, where everywhere you go something is shining."

Ateliers deMonaco's Only Watch comes in a special presentation case with an engraved Only Watch plaque. The multi-faceted watchcase is in 18k pink gold, the dial in onyx with black mother-of-pearl. On the reverse there is a huge sapphire crystal displaying the completely hand-engraved manufactory movement and which is engraved Only Watch Pièce Unique. The watch, with matching cufflinks, comes in a presentation case and with a state-of-the-art travel case.

TECHNICAL DETAILS

THE UNIQUE ATELIERS DEMONACO ONLY WATCH 09

Carré d'Or Black Casino

Movement: Patented XP 1-minute Tourbillon Automatic bi-directional winding Curved chamfered and hand guilloché decoration on bridges Hand engraved bi-colored solid gold 18k rotor Silicium escape wheel and lever Alternances 28,800 beats/hour (4 Hrz) Custom-made hand engraving on tourbillon cage Sapphire tourbillon bridge

Functions: Hour, minutes, small seconds (6 o'clock)

Case: Dimensions 44.3 x 48 mm
Height 15.3 mm
33 parts
Ultralight titanium core
Curved shaped 18k gold side panels
Brushed, polished and assembled by hand
See-through case back
Front and back sapphire crystal
Multi-layered anti-reflection coating on sapphire crystal
Hand engraved case back, secured with 4
gold screws
Water-resistant up to 3 ATM

Dial: Onyx / mother-of-pearl dial deMonaco formed index markers on hour ring Applied hour index ring 6 o'clock Tourbillon aperture

Hands: 18k gold hands

Strap: Ateliers deMonaco personalized handstitched alligator strap 18k gold folding buckle, adjustable Folding clasp lock finished with curved chamfered edges engraved Ateliers deMonaco







Louis Vuitton Tambour Only Watch 09

or one synonymous with the art of travel, Louis Vuitton reflected long on the science of time keeping. It took almost 150 years before the company presented its first collection of timepieces – Tambour, named after the first watch made in the Western world in 1540.

To master the craft of watchmaking as it has in perfecting the art of travel, Louis Vuitton established a specialized workshop in La Chaux-de-Fonds, Switzerland. The workshop looks out onto snowy peaks while pure and natural light floods in. Though its equipment is state-of-the-art, the brand reckons that its most precious assets are the 50 or so skilled engineers and artisans it employs, who, enriched with the brand's heritage, create its identity.

FROM LEFT TO RIGHT

Paul Pettavino participating in customization of the Louis Vuitton Box with Benoît Vuitton (Special Order Watch division Manager) and Jean-Philippe Martin (Louis Vuitton Leather Designer)

n 2002, Tambour, Louis Vuitton's first watch, was launched. Typically Louis Vuitton, it had a lustrous brown flawless saddle-stitched strap and discreetly engraved Monogram motif. Everything about Tambour spells Louis Vuitton – including the 12 letters of its signature marking the hours around the circumference of the case.

"Our Only Watch piece this year," says Albert Bensoussan, Watch & Jewellery Director at Louis Vuitton, is a concept watch created by Paul Pettavino and the Louis Vuitton watch team. The concept is based on a new way to read the time. It has a sophisticated mechanism that turns cubes to create an unusual way of reading the time. It also has a second time zone function."

The watch has several elements that clearly identify it as a Louis Vuitton watch — it has the shape of the Louis Vuitton Tambour, which is one of their most sought after watches.

"I especially like the fact that this watch has a strong masculine quality and that it is extremely refined even though it is a watch that is quite sophisticated in its construction," says Bensoussan. "The construction of its movement has lots of elegance in its execution and style, both elegant and very convincingly masculine."

"We wanted to do something very special, something unique," says Benoit-Louis Vuitton, watch product manager at Louis Vuitton. "And as we are launching a new watch with a special new mechanism, I went to Monaco with our designer and we talked about the development of the concept with Luc's son, Paul Pettavino.

"Instead of having hands for the hours the watch has cubes that turn at every hour position says Benoît-Louis Vuitton. "The idea is that of squares, cubes, and geometry. At school Paul is learning about the great explorers of the world and Jean-Philippe felt that cubes made him think about the Inca civilization, continents and travel."

As in previous Only Watch years, the brand is incorporating Paul's favorite color, orange – the watch dial will be in gray and orange. The back is engraved with "Only Watch 2009". The hours are indicated by rotating the cubes, the minutes by one hand and there is a second time zone: the yellow hand – evocative of the yellow stitching on Louis Vuitton bags.

The movement is automatic, with watchcase in white gold and bracelet in orange alligator. The conception of the movement and its manufacture is totally Swiss made – conceived and assembled at the Louis Vuitton workshops in La Chaux-de-Fonds. The only part of the piece that is not Swiss made is the presentation case.

As trunk and travel case makers, Louis Vuitton wanted to do something that was very "Louis Vuitton", something that was fun and different. "The presentation case has been made at our workshops in Asnières on the outskirts of Paris," says Albert Bensoussan, "our historic center where the famous Louis Vuitton travel cases are created and made."

"We asked Paul to adapt the inside of the presentation case and to design his own personal logo to be reproduced on the outside of the case," says Benoît-Louis Vuitton. "As he is a kind of explorer he incorporated a world ready to be conquered, the sword of an explorer and a "P" in the shape of a key – because he is able to conquer and open all the doors of the world."







TRAVEL BOOKLETS DESIGNED BY PAUL

The presentation case is in the famous Louis Vuitton damier square pattern, which, in black, is the new pattern for men. The inside of the case is in orange and contains not only the watch and its certificates but also separate drawers containing travel booklets.

"Paul chose three continents and drew just one or two introductory designs for each in travel memento booklets," says Benoît-Louis Vuitton. "These are included in the case and are intended for the purchaser to complete with his own travel memories."

Like many of the participants in Only Watch, Albert Bensoussan and Benoit-Louis Vuitton have been greatly touched by the approach of Only Watch. "I met Luc Pettavino in Lausanne about four years ago," says Albert Bensoussan. "I didn't know him before, but based on our meeting we made the decision to participate — we had no idea of his personal history or that his son suffered from the disorder. Two years later, we had the idea to suggest that we work with Paul on the next watch that Louis Vuitton would be offering to Only Watch."

"I was asked to do it as a job," says Vuitton, "but now it is something more for me, I feel attached, engaged, involved and excited with what we are doing and what Only Watch is achieving. For Louis Vuitton it is quite rare for us to participate in anything without organizing the whole event. We are not just giving a piece — Paul has a history, we have a history and we want to work together to achieve something that is important — raising money to support research into this pathology is why we really wanted to have something personal, sensitive — the best way for people to understand is to understand the whole story," concludes Benoit-Louis Vuitton.

TECHNICAL DETAILS THE UNIQUE LOUIS VUITTON ONLY WATCH 09

Tambour

- Tambour Diam.: 44mm
- Case and buckle in 18k white gold
- Transparent back
- Alligator strap
- Exclusive automatic Swiss made Louis Vuitton movement
- GMT function: 2 time zones
- Power reserve of 42 hours



LOUIS VUITTON TRAVEL CASE LOGO DESIGNED BY PAUL







MB FRIENDS PORTRAIT

Dreams to Reality: A Horological Sculpture by MB&F and Sage Vaughn

e wouldn't be sitting here today if I hadn't been an only child who was very often alone," says Maximilian Büsser. "I built an incredible imaginary world. My father, who was very Swiss-German, and my teachers at school always used to tell me to stop dreaming. I studied micro-engineering because that was what my father wanted me to do."

Büsser was fortunate in having encountered some amazing people during his early career, one of them being Henri-John Belmont, then head of Jaeger LeCoultre, who invited Büsser to join him in relaunching the brand. After seven years with JLC, Büsser was then offered the opportunity to be managing director of Harry Winston Timepieces. During his seven years there, which led to an impressive tenfold growth, his father passed away. "That unhinged something and I decided I needed to give a meaning to what I was doing," said Büsser. "I had to create something I believed in, even if nobody understood what I was doing."

e started dreaming of his ideal company – small, with a maximum of 10 employees. Then he fell in love with his idea. "Just like true love, it was completely irrational," said Büsser. "It became an obsession and I just had to do it." The first designs were developed with one of his friends, independent designer Eric Giroud, and MB&F was created after Basel 2005.

The approach of MB&F (Maximilian Büsser and Friends) is somewhat different to most watch companies. Every year Büsser assembles a crew – a dream team, the unsung heroes of the watch industry. "It's just like Mission Impossible," says Büsser. "My approach is to say, 'Guys, I would like to create this amazing piece, will you accept the challenge?" The enthusiasm generated is incredible."

Every year Büsser brings together a team to create what he calls an amazing "Machine", which are crafted in very limited numbers. He calls them machines because they are more than just wrist-watches, they are mechanical sculptures: works of art in three dimensions.

MB&F's first machine, Horological Machine No1, was unveiled at the start of 2007 and a year later they presented HM2, a highly sophisticated micro-mechanical work of art that looks like a space station! In the 1970s sci-fi films, earthlings used to live under domes, and the whole idea of the machine is that it is like a space platform, and under the domes you have life – the activity of the time teller. "As far as I'm aware this is the most complicated watchcase in the history of watchmaking," says Büsser. "There are 102 components that go into the assembly of the case alone."

Two domes shelter the instantaneous jumping hour, retrograde minutes, retrograde date and northern and southern hemisphere moon phases. "The jumping hour doesn't use up any energy," says Büsser. "It is the energy of the minutes flying back which powers it, and that's why it's totally synchronized and has close to no effect on precision. It's an extremely well regulated timepiece." There are 349 parts in the Jean-Marc Wiederrecht-created movement.

"I've known Luc Pettavino for a long time and



MBEF

I admire his courage and determination," said Büsser. "When I saw the film he had made about his son Paul, I was extremely moved. If we were going to create a piece for Only Watch, it needed to convey the same emotion I had felt – to create something that has meaning even if it is going to shock."

Büsser linked up with Sage Vaughn, an artist who lives and works in Los Angeles. "Sage has gone through a lot in his life," said Büsser. "Seven years as a heroin addict, which nearly killed him several times. He is back from the dead and his art is his redemption. His message, though often disturbing, is clear: it is the tension between the innocence of childhood – the child he was – and the harsh reality of life. That really strikes a chord with me in the context of children suffering from Duchenne Muscular Dystrophy."

Sage Vaughn had rarely worn a watch in his life and when the project was explained to him he was at first slightly puzzled, but once he understood the worthy nature of the cause he readily agreed to donate his creative talents to the project. "I showed him the HM2 and explained my idea, which was that he create a work of art encompassing the movement," said Büsser. "Something that sends a very clear message." Büsser explained what was technically possible and Vaughn created a sketch. From the sketch MB&F created a three-dimensional drawing and sent it back to Vaughn for approval before creating the absolutely unique work of art which is today the MB&F Only Watch 09 piece.

The piece is based around the amazing HM2 engine. The case top has been opened up for the first time to reveal the 365 parts of the movement through a sapphire glass. Sage has imprisoned the movement with handmade gold barbed wire – a symbol of the illness that captures the body – and trapped in the barbed wire is a butterfly, one of Sage's favorite motifs, representing innocence and hope.

The butterfly, crafted of blued gold, sits on the bridge with its wings slightly clipped, a representation of the duality of hope and destiny in the life of DMD children.



THE ARTIST SAGE VAUGHN © Galerie Bertrand & Gruner

The titanium case back, signed by the artist, is engraved "Only Watch – Piece Unique" and reveals the specially blued 22k gold "double ax" rotor.

"The HM2 has been softened, making it less machine-like and much more emotional," said Büsser. "Technically the additional challenges were multiple, starting with the sapphire domes which needed to be brazed on to the sapphire plate, and of course the work of the craftsman who painstakingly wove the gold barbed wire and crafted by hand the gold butterfly. Sage's art needed not only to be three-dimensional, but it also had to avoid interference with the mechanics of a complex movement."

TECHNICAL DETAILS

THE UNIQUE MB&F ONLY WATCH 09 MB&F and Sage Vaughn HM2

Movement: Jean-Marc Wiederrecht/Agenhor designed functionality regulated and powered by a Girard-Perregaux oscillator and gear train. Blued 22k gold Battle Ax automatic winding rotor

Balance: oscillating at 28,800 bph **Number of components:** 349 including 44 iewels

Functions: Left dial: Retrograde Date and Bi-Hemisphere Moon Phase Right Dial: Jumping Hours and Concentric Retrograde Minutes

Sage Vaughn sculpture: Blackened 18k gold barbed wire which imprisons the movement, symbol of the illness capturing the body – Blued 18k butterfly on movement bridge, symbol of innocence and childhood

Case: Piece unique – 18k white gold/titanium with sapphire "double dome" glass

Dimensions: (exclusive of crown and lugs): 59mm x 38mm x 13mm

Water-resistant: to 30 meters (3 ATM) **Sapphire crystals:** Dial side with anti-reflective treatment on both faces. Display back signed by Sage Vaughn

Dials: Brushed sapphire for minutes and date, Black disks for hours and moonphase

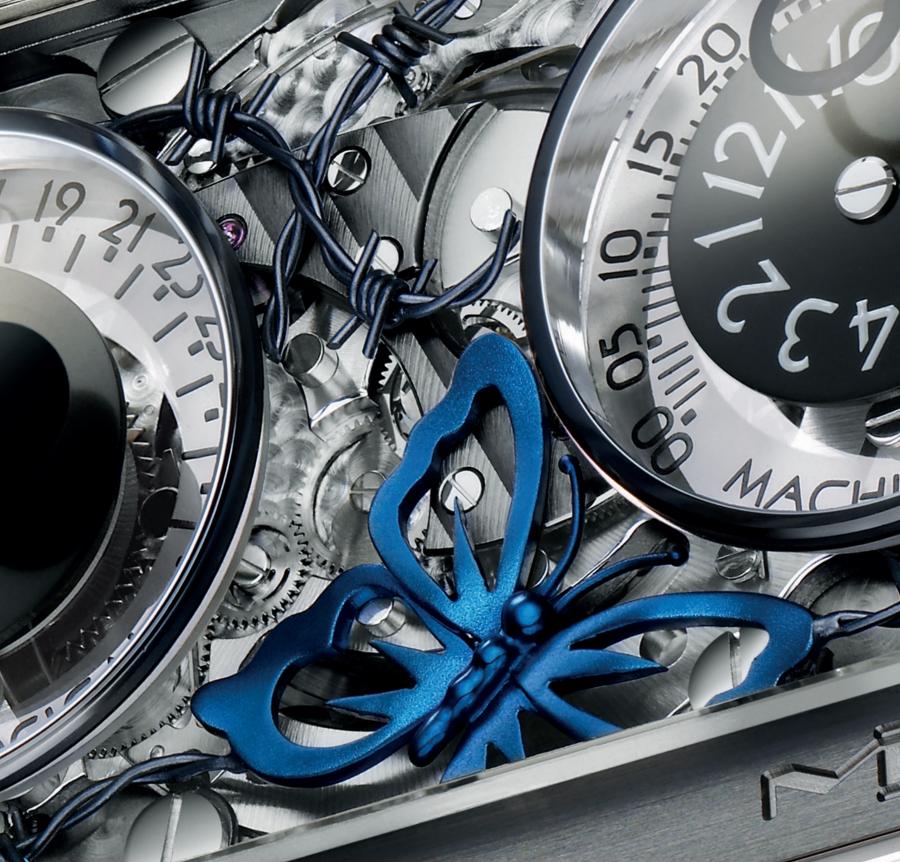
Number of parts (Movement & Case): 439 parts

Strap & Buckle: Black hand-stitched alligator with 18k gold and titanium custom-designed deployment buckle

Presentation box: Sage Vaughn piece unique painted wooden "coffret"



HM₂ Engine



MONT[©] BLANC



Montblanc Montre, Le Locle

MONTBLANC, WRITING TIME

ontblanc's original founder formed the company so as to present the best quality of Europe to the world, which is why the famous emblem incorporates the top of the Mont Blanc mountain and its six valleys. As everyone knows, the brand is world leader in writing instruments and 12 years ago Montblanc decided to diversify into watches because of the synergies behind writing instruments and watches.

"Montblanc is all about craftsmanship, and timeless design, and this is all related to watches," says Hamdi Chatti, Managing Director of Watches and Jewelry at Montblanc. "With the motto of the company being "Writing time", the move from writing to watches was a natural progression. Montblanc is a true manufacturer. All the writing instruments are produced, designed, and crafted in Hamburg, which is the birthplace of Montblanc. So for us there was no way of making watches without mastering our own design and manufacturing."

ontblanc bought a Villa in Le Locle in the heart of the watchmaking world and surrounded the Villa with an atrium where they have now over 100 people designing, creating and crafting their watches, making Montblanc watches an important pillar of the Montblanc brand. But to be a real watch brand you do need to have your own movement and for Montblanc this had to be connected with "Writing time", which is why Montblanc has a natural affinity towards chronographs (literally, "writers of time", from the Greek words chronos = time and graphein = write).

Two years ago Richemont and Montblanc took over the Manufacture Minerva, located in Villeret — a very old manufacture with small capacity because everything there is handcrafted and ... they are specialized in chronographs. "We call it the artisan shop," says Chatti. "It is a unique workshop, doing 150 pieces per year fully handmade — just chronographs and tourbillons. Then, one of the brand's watch collector friends told them about Nicolas Rieussec and his chronograph invention that used an ink drop — in fact, "Writing time." The patent awarded to Nicolas Rieussec

in 1822 describes a timepiece with two rotating discs, on which elapsed times were marked using ink-filled, nib-like pointers.

"Our concept has always been," says Chatti, "to stay with tradition and if something in modern technology is good you use it – for example, the movement of this unique Only Watch piece has been made using modern technology. The gears within the movement have been calculated with a new, very sophisticated, mathematical module, which reduces friction – but still keeping the spirit of the traditional monopusher chronograph with two turning disks."

The Only Watch Montblanc Star Nicolas Rieussec Monopusher Chronograph Open Date

Platinum wristwatch with standard time, chronograph, rotating date disc, and power reserve.

The unique platinum Montblanc Star Nicolas Rieussec Monopusher Chronograph Open Date, which Montblanc has presented to Only Watch is based on the spirit of Rieussec's original chronograph, with two rotating skeleton discs.

In making the watch mechanism an open secret, the two counter discs, the date disc and parts of the dial have extensive cut-out areas through which you have a direct view of the individual wheels and the movement's main plate (decorated with Geneva stripes). Also visible – among other things – is the chronograph mechanism's vertical disc clutch, which lies centrally between the three rotating discs for the seconds, minutes and date.

"Made entirely at the Montblanc manufactory at La Locle," says Montblanc's technical and development manager, Yannick Renaudet, "you read this watch by its hands that are fixed – it is the dials that turn and so completely change the way of reading the time, and there is a complexity connected with the discs and the linkage of the discs."

The Montblanc manufacture caliber MB R110 is a hand-wound movement with an excentred time display, a rotating date disc and a chronograph with classical column wheel control featuring an innovative vertical disc clutch. It is operat-







THE ORIGINAL NICOLAS RIEUSSEC CHRONOGRAPH

ed using a monopusher in the side of the case at 8 o'clock, which is very practical because it ensures that the button is not pushed unintentionally and can be operated with the thumb of the right hand.

Standard time is shown on an off-center calibrated ring with Arabic numerals. This frames a cut-out in the dial in which the skeleton date disc rotates. The current date is shown by a fixed red triangle at 12 o'clock, which points to the date disc. Another very practical feature is quick adjustment of the hour and date when traveling through different time zones.

This can be carried out regardless of the position of the minute hand in either a clockwise or anti-clockwise direction. The movement has two barrels, which generate a 72-hour power reserve. The remaining power reserve is shown on a display at the back of the movement, which can be seen through the sapphire glass cover.

The case, made of platinum with a special finishing, is crowned by a convex sapphire glass with antireflective coating on both sides, while a screwin, see-through, sapphire glass back provides a view of the aesthetically designed and decorated movement, together with the power reserve display. The watch is manually wound using the solid, knurled crown, which is decorated with an inlaid Montblanc emblem.

TECHNICAL DETAILS

THE UNIQUE MONTBLANC ONLY WATCH 09
Montblanc Star Nicolas Rieussec
Monopusher Chronograph - Open Date
Platinum wristwatch with standard time,
monopusher chronograph, rotating date disc and
power reserve display

Movement: Calibre MB R110

Movement type: Monopusher chronograph manual winding, twin barrels, stop balance wheel

Number of parts: 286, Jewels: 33 **Power reserve:** 72 hours with twin barrels **Balance wheel:** Screw balance, Ø 9,7 mm,

inertia: 12 mgcm2

Frequency: 28.800 bph (4 Hz)

Balance spring: Flat

Plate: Rhodium-plated and circular-grained **Bridges:** Rhodium-plated, Geneva stripes **Going train:** Special toothing for more efficient

power transmission

Displays:

- Hours and minutes on off-center dial
- Date displayed by rotating disc with fixed hand
- Chronograph display consisting of 60-second and 30-minute counters on rotating discs with fixed hands
- Power reserve display on case back

Chronograph:

- Monopusher at 8 o'clock
- Column wheel control
- Vertical disc clutch

Special highlight: Travel function with rapid hour and date adjustment in clockwise and anticlockwise directions

Case:

- 950 Platinum
- Water-resistant to 3 bar/30 m
- Convex sapphire glass, anti-reflective on both sides
- Screw-in, see-through sapphire back

Dimensions: Diameter: 43 mm, height: 14.8 mm, horn width: 22 mm

norn wiath: 22 mm

Winding crown: 18 K White gold with inlaid Montblanc emblem in mother-of-pearl **Dial:**

- Anthracite dial with black Arabic numerals on appliqued hour circle
- Geneva stripes between 4 and 8 o'clock

Strap: Black alligator leather with blue sewing and a double folding clasp in 18 K white gold





STEPHEN UROUHART, PRESIDENT OF OMEGA

OMEGA'S PLOPROF SIMPLY DAZZLES

mega – official timekeeper of the Olympic Games 23 times, and the first and only brand to have been on the moon – is proud of its pioneering spirit. Jacques Cousteau, who is closely associated with Monaco, wore the original Seamaster 600, the so-called "Ploprof" (Plongeurs professionnels), in the 1970s. This unmistakable watch had been created to withstand the crushing pressures endured by divers working deep below the ocean's surface and it was one of the most rugged, robust and seaworthy divers' wristwatches ever manufactured.

Continuing their pioneering approach, for Basel 2009 Omega launched a new version of their mythical 1970s Seamaster Ploprof, bringing it totally up-to-date by incorporating 21st century Omega Co-Axial technology (see Note below). The watch is driven by the OMEGA Co-Axial calibre 8501 with a free sprung balance. This movement, launched in 2007, took seven years to create, develop and manufacture. Given the advances in technology, Omega has also been able to increase the guaranteed diving depth from the original 600m to 1200m.

or Only Watch," says Jean-Claude Monachon, Vice President and Head of Product Development at Omega, "we thought 'Let's do something a little bit crazy', and given Monaco's links to the sea, we decided to take the new Seamaster Ploprof in stainless steel and create a unique master watch version in red gold with a white dial." The bi-directional rotating bezel, which is covered with a transparent sapphire ring, is coated in white Super-LumiNova so that in the dark you see a white ring and the numbers appear in negative. The watch also has a matching white rubber strap and comes in an impressive presentation box made of white neoprene.

"Knowing that all the proceeds from the sale of this watch will go to support research into Duchenne Muscular Dystrophy made this a special challenge. Working the case in steel was difficult enough but in gold there was no alternative but to start with a solid block – the case of this watch was genuinely handcrafted – exactly as they used to be made in the past."

A watch with a character and presence all of its own, it is very heavy – the case being made of more than 250 grams of gold! The screwed-in crown is located at 9 o'clock under a protective buffer to allow freer wrist movement and prevent any inadvertent manipulation. The clasp is in gold and titanium and to ensure a secure fit, can be finely adjusted to fit all size wrists with 18 different positions.

The time and date adjustments are made by unscrewing the crown to release the protective buffer and then pulling the crown to the appropriate position. The Co-Axial calibre 8501 makes it possible to adjust the hour hand separately to accommodate different time zones or for the changes to daylight saving and back to standard time.

At the 2 o'clock position is the Ploprof's characteristic bezel-release security pusher in 18k red gold with a white ceramic ring. The Ploprof has an automatic helium escape valve that allows helium atoms to escape during decompression, and is particularly useful for professional divers operating from diving bells.

"I think this is the best product we have ever made for Only Watch," says Stephen Urquhart, President of Omega, "and it is a real pleasure to have been able to show our support for the Association Monégasque contre les Myopathies in this way." The watch comes with a certificate and is numbered 1/1 on the dial applied in relief along with the words "Only Watch".



Ω OMEGA



JACQUES COUSTEAU

TECHNICAL DETAILS

THE SEAMASTER PLOPROF 1200M
"ONLY WATCH 2009", UNIQUE MASTERPIECE

Calibre: Omega Co-Axial calibre 8501

Movement: Self-winding movement in both directions; Co-Axial escapement with 3 levels; Omega free sprung-balance; 2 barrels mounted in series; NIVACHOC; officially-certified chronometer; time zone function

Finish: Geneva waves in arabesque; blackened screws, barrels and balance wheel; 18k red gold rotor and balance bridge

Jewelling: 39

Number of components: 201

Balance: 25,200 vibrations/hour (3.5 Hz)

Power reserve: 60 hours

Case: 18k red gold brushed case body with polished bevels; bi-directional rotating 18k red gold bezel with blocking system at 2H; 18k red gold bezel covered with a sapphire ring with anti-reflective treatment; through the transparent sapphire ring, white SuperLuminova casts an evocative blue light making the golden numbers and minute scale easily readable; bezel-release security: 18k red gold pusher at 2H with white ceramic ring; automatic helium escape valve at 4H; "He" embossed on varnished white ground protected by transparent lacquer; 4.9mm flat scratch-resistant sapphire crystal with antireflective treatment on both sides; two-piece oriented case-back in 18k red gold:

- 18k red gold center piece: horizontal seawave embossed ground with polished Ω , "Seamaster" and Seahorse on matt surface
- sealed with an 18k red gold outer screw-in ring: black chromed engraving "1200m/4000ft", "Ploprof", "Omega Calibre 8501 Co-Axial Chronometer"

Dimension: 55*48 mm

Thickness: 17.50 mm

Crown: At 9H, 18k red gold screw-in crown guarded under 18k red gold crown-protector

Water-resistant: 1200m (4000 ft)

Dial: Polished lacquered white dial with 18k red gold applied indexes, Ω logo and the number of the Unique Masterpiece 1/1; polished 18k red gold indexes coated with white SuperLumiNova; transferred "Only Watch" inscription at 6 oʻclock

Hands: 18k red gold hour, minute and seconds, hands coated with white SuperLumiNova

Strap: White rubber strap

Clasp: Diving safety clasp in 18k red gold and titanium, black chromed " Ω ,", "Seamaster", "Professional" and seahorse engraved on cover; adjustable to 18 positions over 22mm and with extra diver extension of 26mm

Presentation case: The watch comes in a special white zippered presentation case made of neoprene – the material used in divers' wetsuits.

NOTE: Introduced on an industrial scale by OMEGA in 1999, the Co-Axial escapement was invented by master watchmaker George Daniels in 1969 and refined in the following years. It is a watch's escapement which provides the regular transmission of energy to the mechanism. Together with the free sprung balance, the Co-Axial Escapement offers optimal stability to a watch's running rate over long periods and enhances the performance of the timepiece. In addition, due to the reduced sliding friction, the need for oil in this tiny component is virtually eliminated.







THIERRY STERN, VICE PRESIDENT - PHILIPPE STERN, PRESIDENT

THE HEAVENLY PATEK PHILIPPE CELESTIAL WITH DATE

ounded in 1839, Patek Philippe is the last privately owned independent Geneva watch manufacturer and one of the largest traditional watchmaking companies in the world. Relying on its extraordinary experience, Patek Philippe has cultivated a tradition of innovation crowned by an impressive portfolio of more than 80 patents. In creating its classically elegant watches, the company relies on latest-generation technology combined with ancestral watchmaking know-how. As Philippe Stern, President of the company confirms, "As an independent company, Patek Philippe enjoys total creative freedom to design, produce and complete what experts agree to be probably the finest timepieces in the world."

n October 5, 2000, Patek Philippe unveiled the Star Caliber 2000, one of the most complicated pocket watches of all time, with an intriguing suite of astronomical indications. It was the first timepiece ever to present the exact configuration of the nocturnal sky with the apparent movement of the stars, the position of the moon, and its progressing phases within a lunar cycle. Six months later, the company's engineers and watchmakers introduced the "Sky Moon Tourbillon" - a wristwatch-sized 'grande complication' for which the astronomical functions had to be further miniaturized and integrated on the reverse side of the timepiece. In 2002, the heavenly canopy was viewable on the dial side of the self-winding Celestial Ref 5102. This year, for Only Watch 2009, Patek Philippe created an exclusive new Celestial model Ref 5106 with astronomical indications on the dial side (as the previous model Ref 5102) and the addition of the date indication.

The unique Only Watch 2009 Patek Philippe Ref 5106: Celestial model in rose gold with date indication and exclusive guilloché pattern. Patek Philippe's Ref 5106 Celestial self-winding wristwatch features a large-format sky chart that indicates the nocturnal sky for the northern hemisphere which rotates counterclockwise on its dial

showing the angular progression of the stars relative to the meridian passage of Sirius. At the same time, the display shows the angular position of the moon, its phases and meridian passage. The new exclusive model offers the useful addition of the date indication and an exclusive guilloché pattern on the bezel.

"We decided to create this unique watch for Only Watch 09," says Thierry Stern, Vice President, Patek Philippe, "because astronomical indication watches remain among the rarest type of complications and are also one of the most intriguing ones. The sky and stars are a source of dreams and hope, hope for the better as made possible by the organization of Only Watch."

"What first impresses you when you look at the watch, (other than its beauty)," says Sandrine Stern, Head of Creation at Patek Philippe, "is the luminosity and depth of the astronomical dial. It features hour, minute leaf-shaped openwork rose gold hands and a polished rose gold calendar hand with a half-moon sandblasted shaped tip to indicate the date on the perimeter of the dial. In addition to the date indication, it features the four points of the compass — north, south, east and west, and 'PATEK PHILIPPE GENEVE'."

The watch itself is in rose gold, the bezel in 22k rose gold, and the middle part of the watchcase and the back of the case in 18k rose gold. You may ask, "Why 22k?" The choice of 22k rose gold is due to the intricate and exclusive decoration on the bezel since 22k is much softer than 18k and so allowing the delicate decoration using a special hand guilloché tool made just for this watch.

The complex astronomical displays rely on a system of stacked sapphire crystal discs which rotate at different speeds and create a mesmerizing impression of depth. The celestial background is a blue sapphire crystal disc on a wheel with 279 teeth. This disc reproduces the orbit of the moon. Via a planetary gear train, it also drives a subsidiary sapphire crystal disc depicting the waxing and waning of the moon in a small round aperture. Above it, on a wheel with 356 teeth, is a transparent sapphire crystal disc which bears the sky chart on one side and an image of the Milky Way galaxy on the other. These three discs are protected by the sapphire crystal glass with an ellipse on the inside that frames the portion of the sky visible above Geneva. For this invention, Patek Philippe was awarded Swiss Patent CH 688 171 B5.





The movement of the Celestial is a masterpiece of precision mechanical engineering, composed of 315 individual parts that are painstakingly finished by hand. The edges of all steel components are beveled and polished and each tooth of each and every gear wheel is manually polished with a rotating hardwood disc. This degree of perfectionism reduces friction at the wheel contact points and contributes significantly to the high level of precision and longevity for which Patek Philippe watches have earned a reputation.

The self-winding watch draws its power from a mini-rotor recessed off-center in the movement. Even slight movements of the wrist are sufficient to supply the necessary winding energy, because the rotor is crafted from heavy 22k gold. For this reason, the movement is only 6.26 millimeters high, despite its complexity. The case, too, is remarkably slim.

Both the sapphire over the dial and the sapphire of the exhibition back of the case are anti-reflect treated to allow you to clearly see the astronomic indications and the oscillating mass that is engraved on the outer edge: "to Paul" — a very discreet engraving. This is the very first time that Patek Philippe has added a date to the Celestial wristwatch.

TECHNICAL DETAILS

THE UNIQUE PATEK PHILIPPE ONLY WATCH 09 Ref 5106 Celestial with date indications

Movement: 240 LU CL C

Indications: Hours and minutes of local time (mean solar time), sky chart, time of meridian passage of Sirius, time of meridian passage of moon, lunar orbit, moon phase and date on

perimeter of dial **Dimension:** 38 mm **Thickness:** 6.81 mm **Number of jewels:** 45 **Number of parts:** 315

Winding rotor: 22k gold mini-rotor,

unidirectional winding **Balance:** Gyromax

Power reserve: Approx. 48 hours

Case: 18K rose gold for the case and 22k rose gold for the bezel

Dimension: 44.2 mm **Thickness:** 11.15 mm **Water-resistant:** 30 m

Dial: Three metalized sapphire crystal discs Sapphire crystal glass with 31 metalized Arabic numerals as well as ellipse framing the portion of the sky visible from Geneva

Hands: Hours and minutes skeletonized white-lacquered gold feuille hands 18k polished rose gold calendar hand with half-moon sandblasted shaped tip

Strap: Dark blue hand-stitched crocodile

leather

Clasp: 18 mm prong buckle, 18k rose gold

Notes:

A lunar day is defined as the time between two consecutive passages of the moon across a specific meridian and on average lasts 24 hours, 50 minutes, and 28.328 seconds. A lunation – the time between two consecutive full moons – averages 29 days, 12 hours, 44 minutes, and 2.82 seconds.

A sidereal day is the time it takes for a fixed star (such as Sirius) to make one complete passage across a specific meridian and averages out to 23 hours, 56 minutes, and 4.09892 seconds.

These deviations from mean solar time call for appropriate step-up or step-down transmission ratios in the gear trains that transfer the force from the mainspring barrel of the movement to the individual astronomical displays. So far, some of these ratios known in horology have delivered a more accurate moon phase display and a less accurate solar day, others have reproduced the solar day more accurately than the orbit of the moon.

But after having calculated more than 25 trillion (25,000,000,000,000) ratio combinations, Patek Philippe discovered the one single ratio that produces the highest degree of precision in all displays.

The result surpasses all expectations:

- The lunar day is accurate to 0.05 seconds per day, 18.385 seconds per year, or 30 minutes and 38.5 seconds per century.
- The day is accurate to 0.088 seconds per sidereal day, 32,139 seconds per year, or 53 minutes and 33.9 seconds per century.
- The moon phase is accurate to 6.51 seconds per lunation.





PIAGET



PHILIPPE LÉOPOLD-METZGER, CEO PIAGET

PIAGET, THE CELEBRATION OF THE FIRST STEP ON THE MOON

ounded in 1874 by Georges Edouard Piaget, today the by-word of the Piaget brand is "elegance". Piaget has a dual capability — watchmaking and jewelry. Well known for their jewelry pieces, the watchmaking speciality they are famous for is their ultra-thin movements.

According to Philippe Léopold-Metzger, Piaget International's CEO, "Piaget is a very interesting brand because we started differently to most of the other older watch brands. Between 1874 and 1943 we made movements for other brands. Then, in 1943, we started making our own watches – particularly women's watches. Since women's watches are smaller than men's watches, they require very thin movements so we started to develop ultra-thin movements – I think we had found a unique segment."

Piaget soon became leaders in women's jewelry watches initially using only diamonds and gold. By the late 1950s, Piaget was pioneering ultra-thin wristwatches with the remarkable 9P hand-wound movement, followed in 1960 by its self-winding counterpart, the 2.3-millimeter thick Calibre 12P. The 12P earned Piaget an entry in the Guinness Book of Records as the creator of the world's thinnest watch movement. The brand continues to claim unchallenged expertise in thin mechanical movements, with their recent 830P and 430P series.

As a company, Piaget has virtually only ever made watches in gold, always working at the top end of the luxury market.

"Ten years ago (and it is still true today)," says Mr Léopold-Metzger, "about 85% of the watch market was mechanical movements and, as we all know, mostly men buy mechanical watches. Today, even at auctions, value lies in men's watches." he points out.

As a result of this, they decided to develop their men's watch range, and over the last five years Franck Touzeau (Watch Marketing Director at Piaget) and his team have developed several men's watches. "We have introduced a tourbillon relatif, a perpetual calendar and a chronograph, so we now have a pretty strong selection of movements. In total, 21 new movements have been developed over the past 11 years." says Mr Touzeau, "The movements we create are always very thin, because our philosophy is very simple: technique is at the service of design."

Working with very thin movements means that Piaget has to use very refined techniques. "It is very difficult to increase the power reserve of a watch when the movement is very thin," Mr Touzeau points out. "Because generally, in order to give energy to the watch components, you need to increase the size of the movement so as to capitalize on the use of the minimum of energy."

At Piaget all elements of the movement are care-

fully decorated and finished. "This is why we consider today that Piaget is a fully integrated watch manufacturer in the watchmaking industry," comments Mr Touzeau. "Because only a few brands have such a comprehensive approach to watchmaking. Not many can develop the movement, the design, the case, the set dial and the gold bracelet. This is the spirit of the company – more than 95% of the parts are developed in-house."

At Piaget, the assembly of all the elements and the case is done in their Plan-les-Ouates, Geneva manufactory and the brand's research and development, movements and purely watchmaking operations (parts production, decoration, movement assembly, decoration and adjustment) are done in their La Côte-aux-Fées manufactory, the brand's historic site in the Neuchâtel Jura, where, apart from producing some 20,000 movements a year, they also handle the assembly and adjustment of the most complicated pieces.

By bringing together more than 40 different crafts in these two sites, Piaget believes that it has built up the



PIAGET



necessary resources to bring their creative ideas to life. Piaget's Only Watch 09 is based on Piaget's Emperador Coussin. Created in 1994, the watch was resized in 2006 with an 850P caliber. This year they wanted to give to Only Watch a watch that represented something special related specifically to 2009. They decided to illustrate the creative approach of the brand by linking their unique watch to the celebration of the 40th anniversary of man's first step on the moon in 1969.

"We wanted to make a unique piece, which had as its movement our new caliber 860P – so reinforcing the legitimacy of the brand," says Mr Touzeau. "The result was a very nice complication with extra large moon phases positioned at 6 o'clock in a 12mm diameter aperture. The moon is made out of a gold plate. To give it this rough appearance it was heated until boiling stage and then cooled down. This enables it to have an irregular aspect that resembles the craters of the moon. Furthermore, on the moon phase disk we have engraved our interpretation of the tread left by Neil Armstrong after the first step on the moon.

"We loved it as soon as we saw it," says Mr Léopold-Metzger. "For us elegance is of most importance, and this watch is very elegant. The problem with today's watch business is that sometimes people want to put 25 complications in a watch and you end up with a watch that is so complicated it is basically unreadable. This watch, on the other hand, has a very pure dial and when you look at the dial it is elegant and easy to read with its large indexes and 12mm moon phase aperture – the biggest moon phase on the market." Furthermore, this high precision caliber only counts 1 day of digression every 122 years. It can therefore be considered as an astronomical moon phase.

Following the gold tradition of Piaget, the metal of the case of the Piaget Only Watch 09 is in pink gold with moon phases in white gold – all commemorating that first step on the moon 40 years ago. The case back of the watch is engraved with "Only Watch 2009".

"We now find that what we are doing is apparently coming back into fashion," says Mr Léopold-Metzger. "Piaget watches are never loud, they are always in very good taste – so it is with the Piaget Only Watch 09. We make elegant watches which are generally very thin with ultra-thin movements."

TECHNICAL DETAILS

THE UNIQUE PIAGET ONLY WATCH 09

Piaget's Emperador Coussin first step on the moon

Calibre: 860P

Movement: Piaget Large Moon

Indications: Hours, Minutes, Moon Phases

Dimension: 12" 1/2, ø 28.4 mm

Thickness: 6.15 mm Jewelling: 25 rubies Number of elements: 234 Balance: 21,600 vph

Power reserve: approx. 72 hours

(double barrel)

Case: 18 carat pink gold (5N), ø 46.5 mm **Crown:** Polished and satin-brushed

Water-resistant: 3 Atm

Dial: Blue dial and silvered center, 18k pink gold (5N) pink gold index appliques

Hands: Dauphine hands **Strap:** Brown Alligator **Clasp:** Folding clasp



THE ORIGINAL DESIGN OF THE WATCH





STEVE McQUEEN

Monaco V4 — The First Mechanical Movement to Replace Traditional Pinions

In 1860, at the age of 20, Edouard Heuer founded a watchmaker's workshop in Saint-Imier in the remote Jura Mountains of Switzerland. In 1869, Edouard Heuer relocated his workshop to Bienne and two years later, changed the course of watchmaking history forever with his first patented invention: a keyless, crown-operated winding system. A huge success at the Universal Exhibition in Vienna, this new generation of timepieces was soon among the most coveted in the world.

Sporting competition was expanding rapidly – on water, grass, cinder running tracks and roads. Measuring time accurately became increasingly important. Edouard Heuer was well aware of the opportunities and, in 1882, became one of the first to produce pocket chronographs in large quantities.

In 1887, TAG Heuer (originally named Heuer after its founder) patented one of the most important innovations in watchmaking: the famous oscillating pinion, used to this day by leading manufacturers in the production of mechanical chronographs. With this breakthrough invention, TAG Heuer became the reference standard in chronographs and timing instruments for high-level sports.

By the time of Edouard Heuer's death in 1892, TAG Heuer's creative vision and passion for innovation had laid the foundation for a watchmaking dynasty – one that was to continue to make an indelible mark on the sports-related timepieces indefinitely.

Years later in 1970, after its scene-stealing debut on Steve McQueen's wrist in the cult film, Le Mans, the TAG Heuer Monaco, a square-cased icon of sporting glamour, captured the spirit of an era and had everyone wanting to wear a TAG Heuer.

For Le Mans, Steve McQueen's source of inspiration was his friend, Jo Siffert, the Swiss racing car legend who had become the first-ever driver sponsored by a watch brand, TAG Heuer. The TAG Heuer Monaco had just been launched and so impressed McQueen that he insisted on wearing it in the film. The Monaco became the preferred chronograph of the racing and fashion world. Its unique geometry started a trend toward "shaped" watches. Instantly recognizable, often copied, the "McQueen Monaco" (Model 1133B) has become a highly prized collectors' watch.

Since then, the Monaco's emblematic square-shaped dial has been synonymous with TAG Heuer's innovative aesthetic. In 2004, TAG Heuer created the revolutionary Monaco V4 Concept Watch. Inspired by the brand's motor racing heritage (the watch's name comes from the racing-engine-like V-formation of the movement's four barrels), the V4 uses ball bearings and is belt-driven – a totally new type of watch movement.

Following in their tradition of making exceptional sports' timepieces, the 2009 Only Watch Monaco V4 is the most technically up to the minute blend of breakthrough technology with integrated advanced mechanical skeletal movement design.

The watch is Number 1 of a limited series of 150. The Monaco V4 is the first mechanical watch movement to replace traditional pinions with driving belts. The pinions of the traditional mechanical movement have been replaced with a relay of five driving belts whose tension is controlled by turnbuckles.

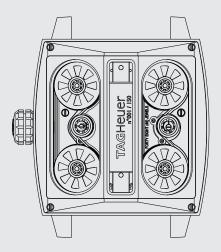
"Linking and turning two axes in the same direction by the use of a belt is much more efficient than by means of an intermediate wheel," says Thomas Houlon, Brand Director at TAG Heuer. "This concept, the use of belts in a watch movement, is a TAG Heuer worldwide patent."

A revolutionary linear automatic winding system is used to reload energy. The oscillating weight which generally supplies the energy for an automatic watch has been replaced by a linear oscillating weight.

In the Monaco V4 this is a 12g tungsten ingot that moves up and down on a track between the four spring barrels. The system of teeth on the long side of the weight engages a toothed wheel and translates the linear movement into a rotating movement.









The movement's energy is provided by four barrels in 2-by-2 series and linked to a differential with a V-shaped bridge. Each barrel delivers 4 N.mm of energy. The barrels are mounted in a V-shape (at 15° in respect to the dial). The barrels are held directly onto the bottom plate, allowing the movement to be visible from below. It is this unique design component that gives the Monaco V4 its automobile-sounding name.

"It is the spirit of Only Watch, Monaco, racing driving, and audacity of Steve McQueen that we have integrated into this Monaco V4," says Houlon. "We've taken the universe of racing driving and with the use of modern technologies we have invented our own complication. For me this watch is the essence of TAG Heuer – the vision of the future. There is lots of energy, passion and audacity in the brand and occasionally we get to fulfil our dreams and create something as unique as the Monaco V4 that restates the legitimacy of the brand."

TECHNICAL DETAILS THE TAG HEUER ONLY WATCH 09

TAG Heuer Monaco V4

Transmission: 5 notched belts (smallest 0.25 x 0.07mm, largest 0.20 x 0.5 mm)

Energy: 4 barrels delivering 4 N.mm of energy

Automatic winding system: Linear oscillating weight: 12g tungsten ingot

Movement features: 28,800 vibrations per hour

Small second at 4.30

Watch features: Platinum case Bevelled sapphire glass Alligator strap with folding buckle.





TOURNEAU



EARLY 1940'S TOURNEAU ADVERTISEMENT

Only Time for Only Watch ...at Tourneau, the World's Largest Watch Store

company's brand is its essence, its public declaration of individuality and potential. Over the years, the Tourneau brand has undergone a true evolution – a process of development from humble origins to its current preeminence in the luxury watch market. The successful evolution of Tourneau did not occur overnight. Beginning in 1900, the brand development of Tourneau is the story of the 20th century's rapid technological and artistic progress and its arrival at the pinnacle of 21st century luxury. Tourneau is a brand that has long embodied the mastery of time and the quest for perfection.

"Along with our very strong tradition of watchmaking," says Andrew Block, Executive Vice President, "Tourneau is committed to providing customers with the highest level of quality timepieces and service. It is this level of commitment that makes partnering with Only Watch an obvious choice. Bringing this exclusive exhibition to Tourneau gives us an opportunity to showcase some of the world's most unique watches, created by many of the most important Swiss watch brands, to our customers."

leading maker and retailer of luxury watches, Tourneau has four stores in New York City, over 40 others throughout the US, as well as several shops in China. The stores sell watches and vintage timepieces produced by over 100 well known brand names, including the Tourneau house brand – Tourneau Timepieces.

Over a century ago, when the company was established, Tourneau existed as a single storefront business, family owned and operated in New York City. In-house design and manufacturing gave Tourneau a reputation as master watchmakers of the highest quality men's and ladies' timepieces. For nearly 70 years, Tourneau remained a one-store retail business, selling watches and jewelry. That changed in the 1970s when Tourneau expanded out of New York City to Florida and opened a store in the prestigious Bal Harbour Shops. Over the next 30 years, the company continued to expand its reach across the country.

The history of Tourneau brand fine watches collection originated shortly after the company was established with the very first Tourneau watches being retailed sometime in the year 1906. This practice, anchored on designing and building first-rate timepieces, grew over the years and thrust Tourneau to the forefront of sophisticated watchmaking in the 20s, 30s, 40s and into the second half of the 20^{th} century. Their superior brand product was marked by significant complications, case designs and high level dial executions. A vast array of these and other historic and innovative Tourneau Timepieces can be seen in the Tourneau Museum, which is located in the brand's flagship New York City TimeMachine.

"We've made some exceptional timepieces," says Dario Parrilla Vice-President Tourneau Timepieces. "One that comes to mind was designed in the 1980s, and was called the "Sectora" which was linear time – in fact it featured



TOURNEAU



INSIDE THE WEXLER STORE IN THE 1930S

a modern retrograde with a fully retrograde dial! The unique timepiece we have made for Only Watch, is a rose gold Classic 1900 II Automatic Jump Hour, which is based on our entirely Swiss made Classic 1900 Collection."

This unique, automatic Jump Hour features a 27 jewel Soprod movement set in an oversized 42mm, 18k rose gold, coin edged case with fabulously curved and rounded lugs and an impressive domed sapphire crystal. The movement is visible through a sapphire exhibition back and the rotor is numbered 001/001. The jump hour is shown in an aperture at 60 minutes in the large minute dial which is set above the small seconds dial.

With its contrasting case and sterling silver hand guilloche dial, the watch creates a very impressive appearance. This watch is a perfect example of the quality and craftsmanship that the Tourneau name has become synonymous with, and follows the brand's tradition of making complications and exclusive timepieces – one-of-a-kind and limited editions.

TECHNICAL DETAILS

THE UNIQUE TOURNEAU TIMEPIECES ONLY WATCH 09

Classic 1900 II Automatic Jump Hour Ref 30029

Movement: Soprod 27 jewel automatic soigné finish, blued screws, ETA movement, jump hour module by Dubois-Dépraz

Indications: Jump hour, minutes with rose gold vermeil frames on each indication (no indication of seconds)

Jewelling: 27

Power reserve: 48 hours

Case: 42mm, 18k rose gold with coined edge bezel Domed sapphire anti-reflex crystal, exhibition back

Water-resistant: 3 ATM, 30 meters = 100 feet

Dial: Sterling silver guilloche dial

Hands: Two

Strap: Louisiana alligator strap with an 18k gold

deployment clasp.

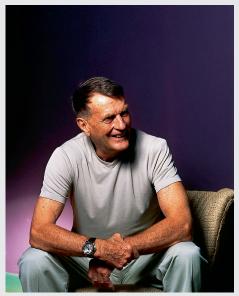
Clasp: 18k gold deployment

Weight: Approximately 75 grams (Total weight

is not concluded yet with the buckle)







ROLF SCHNYDER, ULYSSE NARDIN PRESIDENT

FREAK BLACK OUT

ith a history that spans over 160 years, Ulysse Nardin has lived through some very diverse watchmaking industry times. For well over a century the firm was known to produce the most reliable Marine Chronometers for over 50 Navies around the world and collected First Prizes and Gold Medals for their accuracy at World Fairs and Universal Exhibitions.

With the arrival of the quartz age in the early 1980s, mechanical timepieces were in decline, so it was not surprising that, in 1983, when Ulysse Nardin launched its Astrolabium Galileo Galilei wristwatch, it created a sensation in the watchmaking world and was the spark that launched the renaissance of mechanical timepieces and inspired the creative minds of the watchmaking industry. Ulysse Nardin continued to be driven by innovation, winning the prestigious "Innovation Prize" a total of four times since 2001.

ince its foundation in 1846, the company had been managed by five generations of the Nardin family. By 1983, with the business failing as a result of the quartz crisis, Rolf Schnyder learned that Ulysse Nardin was for sale and set about acquiring the business. As president of the company, his challenge was to continue the age-old tradition of crafting fine mechanical timepieces while employing today's technology. Schnyder's comeback strategy was simple – manufacture a product that would return Ulysse Nardin to its pre-eminent position in the world of mechanical watchmaking.

A wall clock Astrolabium in Jorg Spöring's workshop in Lucerne caught Schnyder's attention, and provided the inspiration for the creation of an Astrolabium wristwatch. He then consulted Dr Ludwig Oechslin – scientist, historian, inventor and master watchmaker.

"I found Dr Oechslin to be a true scholar (with a doctorate in theoretical physics and the history of science), who had a passion for watchmaking and an uncanny genius for transforming radical ideas into the most innovative mechanisms," remembered Schnyder. Dr Oechslin's first assignment from Schnyder was to reduce the astrolabe to a wristwatch.

With the help of Dr Oechslin, Ulysse Nardin was propelled back into the horological hall of fame with the revolutionary Astrolabium Galileo Galilei. This was followed by the Planetarium Copernicus and the Tellurium Johannes Kepler; the complex trilogy measuring time in terms of astronomy had the added fame of being honored with coveted entries in The Guinness Book of Records.

Early in 2001, Ulysse Nardin unveiled a watch which was codenamed "Freak". No watch company had ever produced a timepiece like the Freak — one of the most technically innovative watches designed and produced in the past 100 years. The concept was a technical tour de force, requiring the combined efforts of three of watchmaking's most renowned engineers. The arrangement of parts was inconceivably unorthodox — it had essentially no true case! The crystal and the bezel were actually part of the movement; the Freak had

no crown, no hands and the movement pivoted to indicate time! It contained fewer parts than the simplest watch today, and remained a carrousel tourbillon by necessity. No watch had ever been designed this way.

The development of the Freak pioneered the use of silicium in the context of necessity – not for decoration or to be different. While developing this novel escapement the Ulysse Nardin engineers explored the various opportunities to be had with the implementation of nanotechnology. Indeed, the accuracy and lightness (accompanied with the ease in designing complicated movement parts) confirmed the unique abilities of silicium for the production of escapement wheels.

"The Freak is poetry in mechanical watchmaking," says Schnyder of his baby that won the prestigious Watch of the Year Innovation Prize 2002. "The extraordinary Freak set a historical landmark, a totally new movement concept which dispenses with hands, watch face and crown. It was the first impressionist timepiece where the movement itself indicates the time. The Freak with its









VIEW OF THE CASE BACK

new Ulysse Dual Escapement is also the very first timepiece to introduce silicium to watchmaking."

"For the Only Watch," says Schnyder, "Ulysse Nardin has produced a unique Freak – the Freak Black Out – a truly magnificent timepiece which is of historical importance."

The Only Watch Freak Black Out is a technical work of art crafted in 18k white gold. The bridges and metal parts have been treated with a stainless black titanium-based alloy offering a spectacular view of this innovative timepiece. The tips of the hour and minute markers are in red SuperLuminova, enhancing the visibility of the time indication.



Astrolabium Model

TECHNICAL DETAILS

THE UNIQUE ULYSSE NARDIN ONLY WATCH 09

FREAK Black Out

Case: 18k white gold

Movement: 7-day Carrousel-Tourbillon Exclusive Dual Ulysse Escapement in Silicium

Functions: Indication of hours and minutes

Dial: No dial, no crown Completely unique concept since the movement representing the hour and minute hands is simultaneously also the dial display

Strap: Alligator strap with deployant clasp in 18k white gold





Juan-Carlos Torres, CEO Vacheron Constantin

Vacheron Constantin's Quai de l'Ile Collection

uai de l'Île, Vacheron Constantin's address since the 19th century, symbolizes the watchmaking savoir-faire and the quality service that have shaped the brand's reputation. François Constantin, one of the brand's founders, was a visionary, who looked from the outset to give the manufacture a home which would firmly establish it in Geneva's haute horlogerie circles as well as beyond Switzerland's borders. The building was constructed in 1874 by his nephew, Jean-François, in a busy and strategic position between the right and left banks of the Rhone River.

A privileged meeting place of the brand's most celebrated customers, the Quai de l'Île welcomed kings and queens, aristocrats and powerful leading families of the period, who came to order timepieces. In 2008, in recognition of the importance of its birthplace, Vacheron Constantin launched their Quai de l'Île Collection. "This collection," says Christian Selmoni, Head of Marketing Product at Vacheron Constantin, "will be a pillar of the brand together with our more classical lines such as Patrimony and Malte."

his is the first Vacheron Constantin collection to include a blend of sophisticated Haute Horlogerie and know-how high-end technologies used by security printing specialists and can be totally personalized, offering the possibility for clients to choose between different materials, metals, finishes, and tone variations in the dial.

"We decided to create our Only Watch 09 based on this Quai de l'Île Collection," says Selmoni, "because it allows us to fit neatly into the research spirit needed when fighting against diseases such as Duchenne Muscular Dystrophy.

The case boasts an extremely high level of finishing, marrying satin-finished surfaces with polished angles. The middle, usually made from one or two pieces, is composed of seven separate components in a totally innovative and registered concept. The bezel, back and crown and the inner case containing the movement make up the rest of the case.

"This," says Selmoni, "is the first time we have used tantalum at Vacheron Constantin and the

first time we have personalized to such extreme detail the dial on the Quai de l'Ile." Tantalum is a very rare and contemporary, noble metal and they chose to use it for the whole case — except the flanks — not only because of the qualities of the metal but also because it has a highly contemporary look — very dark, but unlike other metals used on watches, the dark color is not achieved by adding coatings or other treatments, rather it is the metal's natural color.

"Tantalum is a metal that is used by the airspace and airplane industry, as well as in surgery" says Julien Marchenoir, Head of Marketing Communications at Vacheron Constantin. "It has gray-blue tones and is very difficult to work with being much harder than any metal we normally work with."

The tantalum case of this watch is diamond-cut, the same way as you would cut platinum, but since it is very hard it is costly to cut as it destroys the cutting tools so they have to be constantly remade. The flanks of the watch are made of palladium, which is a metal within the platinum group. "We used tantalum and palladium for the case because it matches perfectly with the dial colors, offering

a subtle variation of grayish tones," says Selmoni. "This has resulted in a very modern and elegant look."

One of the particular qualities of the Quai de l'Île is the dial, which is made of different layers engraved and inked with security inks such as those used by security printings experts for the production of banknotes or passports. There are other high-tech elements used in a decorative way, such as a little sun, which is metalized into the dial – under UV rays this sun glows yellow. The sun is a copy of the one on the Tour de l'Île tower clock in the center of Geneva where Vacheron Constantin had its manufacture before moving to the Quai de l'Île building in 1874. Metalization is made of gold applied under vacuum technique.

Secret writing, micro-printing, and invisible ink are hallmarks of the Quai de l'Île Collection, while some of the markings are always visible, others appear and disappear. In recognition of the work of the AMM, Vacheron Constantin has incorporated by high-precision laser engraving the following phrase into the dial of the Only Watch Quai de l'Île: "Monaco, September 24th 2009.





EXPLODED VIEW OF THE WATCH

Hand in hand with the Association Monégasque contre les Myopathies, Vacheron Constantin supports scientific and medical research to provide children with Duchenne Muscular Dystrophy a better quality of life".

The Maltese cross symbol and the numbers 12, 3, 6 and 9 are linked into the sapphire by using multiple layers technology, called galvanic growth – another really exclusive process – the other numerals are laser engraved then inked in white ink. Furthermore, the Only Watch Quai de l'Île features a dark red minute track engraved and painted on a lower part of the whole dial. Finally, on the inside ring of the dial, there is an outer subdial which has a decorative 3D engraving representing the logo "Only Watch". "Only" is engraved and "Watch" is in relief, so that when the light hits the sapphire crystal the name "Only Watch" appears in three dimensions.

The movement – caliber 2460H – is a 100% inhouse Vacheron Constantin self-winding mechanical movement with circular finishing and bears the Geneva Hallmark. The piece has classic time indications of hours, minutes, seconds, and days of the month.



DETAIL OF THE DIAL

This movement, which is ruthenium-finished, features a 22k gold rotor with a ruthenium finish and five discreetly embossed fillets echoing the design on the back of the case.

The days of the month are indicated by a white palette on the outer ring beneath date indications on the sapphire dial. When the date changes the ring moves and highlights the date.

"The Quai de l'Ile is a combination of traditional watchmaking bearing the Official Hallmark of the State of Geneva together with a very contemporary aesthetic design and high-end sophisticated techniques," concluded Marchenoir. "It combines the traditions, talents, and history of Vacheron Constantin as a watchmaker with state-of-the-art technology and design."

TECHNICAL DETAILS

THE UNIQUE VACHERON CONSTANTIN ONLY WATCH 09 Quai de l'Île Date self-winding reference 86050/000M9560

Case: Material: Tantalum, Palladium 950 Diameter and height 41.00 x 50.50 mm,12.90 mm Strap width 23.00 mm

Shape and construction Cambered rectangle, modular construction

Back Transparent, sapphire crystal, screwed-down Finishing satin-finished

Crystal Sapphire with anti-reflective coating on under side, convex

Strap fastening Pivot screws; titanium tube spin-bar

Water-resistance 3 Atm, equivalent to a depth of 30 meters

Dial and hands: Dial material: Sapphire crystal Finishing: Sapphire crystal: galvanic growth of nickel, metallization, laser engraving and inking Hours: 3, 6, 9 and 12: galvanic growth of nickel, rhodium layer

1, 2, 4, 5, 7, 8,10 and 11: engraving and black or white engraving

Material and kind of hands: Hours and minutes: satin-finished 18k white gold with white luminescent material

Seconds: satin-finished pfinodal

Movement : Reference 2460H410QH, Geneva Hallmark

Rhodiumized-colored snail-shaped exterior ring Energy Mechanical, self-winding Diameter and height 25.60 mm , 5.70 mm Number of jewels 27

Frequency 28,800 vibrations/hour (4Hz) Power reserve: Approximately 43 hours Indications hours, minutes and central seconds Additional functions: date disc with optimal readability

Other elements: Strap: Black hand-stitched, saddle-finish, square-scaled, high-shiny alligator leather

2nd strap: Black vulcarbonized rubber Clasp: palladium triple-blade, folding clasp, polished half Maltese cross.





ALFRED AND ESTELLE VAN CLEEF

A ROMANTIC VAN CLEEF & ARPELS MIDNIGHT IN MONACO

an Cleef & Arpels is noted for its creativity. The House was formed in 1906 by Estelle Arpels and Alfred Van Cleef – two people very much in love. They not only wanted to create a love story but also a dynasty and in doing so they created the world of Van Cleef & Arpels.

They were both Dutch and they were moving to what was the center of the world at that time – Paris. They focused on everything that was positive – butterflies and dragonflies – because they are believed to bring blessings. In Van Cleef & Arpels' creations you regularly see symbols of luck such as the four-leaf clover that is said to bring health, wealth, true love, and happiness.

"We want to create emotion," says Stanislas de Quercize, President and CEO of Van Cleef & Arpels. "According to Jacques Arpels, the son of Julien Arpels our co-founder, our mission is to express the best. This means that you should recognize the Van Cleef & Arpels style immediately. It is often asymmetrical, and inspired by nature or couture, and has the magical touch of the jeweler who transforms things into something eternal."

an Cleef & Arpels work to three "best" principles: the brand's instantly recognizable style; best craftsmen and best stones. "We call them 'stones with soul'," says de Quercize, "the ones that talk to you and when you see them your heart beats faster."

"We also want to create things that have never been done before, which is why we created the mysterious setting in 1933 which is a jeweler's dream, you see no metal, you only see the stone. Some people say that the best way to summarize the brand is 'Very Creative Artists'," smiles de Quercize.

Van Cleef & Arpels follows this mandate through to their watches. They made their first watch in 1908.

"We know you have your computer, your cell phone and your car to tell the time so we need to give you more," says Van Cleef & Arpels, "and in our watches we want also to create something that will show you that your time is precious." The idea of precious time at Van Cleef & Arpels is to grow your emotions. In their Poetic Complications it is the dials that move – the ballerinas or the seahorses, the fairy or the sun ever chasing the moon

"The piece that we are giving to Only Watch this year is a unique piece, Midnight in Monaco, based on our Poetic Complications," says Nicolas Bos, Vice-president and Art Director of VCA. "At Van Cleef & Arpels there is a strong brand identity, a blend of craftsmanship and design that we express through our watch collections. Above all these are preciousness, elegance and tradition."

Many of the brand's watches are for women and are often extremely elegant feminine watches that echo their jewelry creations. Some are more design-orientated and take their inspiration from nature. "Something that we have been developing over the past few years which is inline with our century of tradition is the concept of Poetic Complications," says Bos.

This is based on the concept that when you work

with jewelry you try to recreate the feeling of movement using the hardest materials and the most traditional techniques. "The challenge when you create a piece of jewelry that depicts a butterfly or a flower is to get the feeling that the flower is going to blossom or the butterfly to fly," says Bos, "even though the piece is made from platinum, gold or diamonds. What is great about watches is that there is already movement inside."

Most of Van Cleef & Arpels pieces are inspired by stories or works of art — Midsummer's night dream, Atlantis, Les Gardens — stories that have their roots in different cultures and traditions. So for their watches they started working with some of the best watchmakers to develop movements that could also tell stories.

"Once again we worked with very simple ideas," says Bos, "even though many of our pieces are quite complex in the making.

We started with ladies watches with the idea to go against current trends and using the highest level of craftsmanship for mechanical movements



Van Cleef & Arpels



ATELIER

to show what time means to Van Cleef & Arpels – which is a time linked to natural rhythms."

Bos's first idea was to create a watch that would show the passing of the seasons – something that had to be extremely slow but accurate, where you couldn't see movement with the naked eye. "We developed variations on this movement and our next idea was to take the whole universe of fairies and fairy tales and magic found in our jewelry and incorporate it into our watches. The idea being that you see the story and not the movement."

This resulted in the famous Van Cleef & Arpels Fairy watch for women where the fairy's wand tells the hours and one of the fairy's wings tells the minutes. They developed a special retrograde movement that could provide accuracy and strength for the very heavy disc that moved at a very slow pace. And after a long development process they found a solution to the problem.

"There is a strong tradition with Van Cleef & Arpels to create very elegant men's watches," says Bos. Which is why they are also working on men's watches in the same spirit as the watches they are creating for women using the same movement as a basis but with a masculine approach.

"Something I really like," says Bos, "is the poetic approach to astronomy of scientific books from



INSIDE CASE BACK, HAND ENGRAVED AND PAINT

the 18th and 19th century where there is no difference made between astronomy and astrology. I love this kind of old-fashioned romantic feeling of the stars." Which is how they came to design Midnight in Paris.

"For Only Watch," says Bos, "we decided to make a special white gold Midnight in Monaco version of this watch which shows the exact position of the stars in the sky over Monaco as they are each day at midnight."

The watch dial, which is made in aventurine glass – Murano glass with particles of copper giving a Milky Way effect – displays a very accurate map of the sky that is also a hemisphere. Hand-painted on this dial are all the constellations and a map of the sky in the southern hemisphere – a poetic and romantic approach to the sky. In the center oval is displayed the exact position of the stars in the sky over Monaco as they are at midnight each day. At the back of the watch is a unique engraved and painted gold sculpture that depicts the landscape of Monaco.

TECHNICAL DETAILS

THE UNIQUE VAN CLEEF & ARPELS ONLY WATCH 09

Midnight in Monaco

Movement: Rotative (365 days) aventurine dial indicating the position of the stars in the Monaco sky.

Swiss movement developed for VCA on a Jaeger LeCoultre (JLC849) base 36 rubies.

Indication: Hours and minutes indications

Case: White gold case enameled back depicting the Monaco landscape Sapphire back with calendar and meteorite Sapphire crystal Water-resistant to 3 ATM Diameter 42 mm

Strap: Brown alligator strap

Power reserve: 33 hours







GEORGES FAVRE-JACOT

New Vintage 1969 "Only Watch (pièce unique)": An historic revival

I Primero, a world-renowned symbol of excellence, is the first integrated column-wheel automatic chronograph movement capable of measuring short periods of time with one tenth of a second accuracy. Developed in 1969, the El Primero 400 – "The first one" – vividly illustrates Zenith's creative genius and subtlety as a movement manufacturer (or "Manufacture" in official Swiss watchmaking terminology) and it soon became a benchmark within the watch industry. Almost academic in design and pared down to essentials, El Primero is a masterpiece of innovation.

This year is the 40th anniversary of this legendary movement and Zenith decided to launch a New Vintage edition to mark this significant milestone. "We have introduced a new model with the same design as the historical watch, but with a more contemporary visual and technical touch," says Jean-Frédéric Dufour, CEO of Zenith. "We have kept the essence of the original watch but we have made it more modern and slightly larger."

he special limited edition New Vintage 1969 anniversary collection consists of 250 watches in gold, 250 in titanium, and 500 in steel. "We managed to find the original supplier and tooling of the dial and the hands, which was amazing 40 years after the movement was made. We changed the color slightly but the hands are virtually the same," says Jean-Frédéric Dufour.

For Only Watch 2009, Zenith decided to make a special unique version of this famous original model created in 1969, featuring a colorful retrostyle dial with chronograph counters. The sapphire crystal on the back bears the special El Primero anniversary logo, along with the "Only Watch (pièce unique)" inscription.

The El Primero movement has special significance for Zenith: 40 years after its 1969 launch, it is still the most precise integrated mechanical automatic chronograph movement in the watch industry, due to the fact that it oscillates at 36,000 vibrations per hour (as opposed to most fast movements, which beat at 28,800 vph). This high frequency enables the watch to measure one tenth of a second – the faster the oscillation, the more accurate the time-keeping.

The power reserve is minimum 50 hours, "So you

can leave it on your night stand over the weekend and it will still be functioning accurately for you to wear it on Monday," says Jean-Frédéric Dufour with a smile.

Since Zenith was founded in 1865 by Georges Favre-Jacot, the brand has consistently viewed movements as the beating heart of the watchmaking industry and as the very essence of its own roots and heritage. "We have always produced our movements entirely in-house and our El Primero movement is our most famous one. Moreover, all Zenith watches are exclusively equipped with Zenith movements," confirms Jean-Frédéric Dufour. It was even on the El Primero movement that the legendary Rolex Daytona built its reputation.

Zenith is every inch an authentic Manufacture, even producing many of the tools necessary to make its own movements. As Jean-Frédéric Dufour points out, "Zenith today is one of the few of the high-end watchmaking brands that does not outsource anything in terms of movements or designs, instead producing its watches entirely in-house."

One of the most important things to remember in evoking the history of El Primero is that in the 1970s, the situation in the watch industry was quite desperate due to the spectacular development and popularity of the quartz movement. Given the changes that were taking place in the watch industry and the belief that traditional watchmaking was dead, the American owners of the firm, then known as Zenith Electronics, decided to destroy everything that remained of Zenith's past, including the tools, drawings and documents.

Watchmaker Charly Vermot was so upset by this that he decided to hide all the elements for the mechanical El Primero movement and its production tools. Years later, when mechanical movements were again of interest to consumers and Zenith wanted to remake its famous El Primero movement, Mr. Vermot was most fortunately able to supply the brand with all the elements he had so carefully hidden away all those years. Without this fortunate twist of fate, Zenith would have completely vanished from the watchmaking map – and therein lies the fascinating secret of Zenith's remarkable history.







TECHNICAL DETAILS

THE UNIQUE ZENITH ONLY WATCH 09

New Vintage 1969

Tribute to the First El Primero & to the 40th Anniversary of this Legendary Caliber **Automatic Integrated Column-Wheel** 3-Counter Chronograph with Date

Movement: El Primero 469, Automatic Caliber: 13 ¼ ``` (Diameter: 30 mm)

Height: 6.50 mm Components: 278

Jewels: 31

Frequency: 36,000 vph - (5 Hz) Power reserve: min. 50 hours

Finishing: Metal oscillating weight, decorated

with "Côtes de Genève" pattern

Case: Stainless Steel **Diameter:** 40 mm

Diameter opening: 32 mm

Crystal: Box-shaped glare-proofed sapphire

Case back: Transparent sapphire glass with Anniversary Logo and "Only Watch (pièce

unique)" inscription

Water-resistance: 50 meters

Dial and Hands: Silver-colored dial with hand-mounted applied indexes. Hands equipped with SuperLumiNova allowing to read the time during the night Functions: Hours and minutes in the center Permanent seconds hand at 9 o'clock

Date indicator at 4:30

Chronograph:

- · Central seconds hand
- 30-minute counter at 3 o'clock
- 12-hour counter at 6 o'clock
- Tachometric scale

Strap: Black Alligator

Buckle: Stainless Steel pin buckle



VIEW OF THE BACK OF THE MOVEMENT



De Witt pursues its commitment to Only Watch

Associated since 2005 in the fight against Duchenne muscular dystrophy, Montres DeWitt is pursuing its commitment to "Only Watch", the extraordinary auction held under the patronage of H.S.H. Prince Albert II of Monaco. In 2009, Montres DeWitt's participation in the third edition of "Only Watch" takes the form of an exceptional gift donated to research on this extremely serious genetic disease that affects 30,000 children in Europe.

The concern for detail consistently displayed by Montres DeWitt, as well as its dedication to technological research and craftsmanship excellence, made it impossible to create a model meeting the superlative quality demands of the Geneva-based watchmaking House in time for this year's auction. Deeply touched by the importance of this noble cause, Jérôme de Witt, founder of the Brand that bears his name, wished to signal his attachment by a gift that will be presented to H.S.H. Prince Albert II of Monaco during the sale on September 24th 2009. For the 2011 edition of "Only Watch", Montres DeWitt is looking forward to once again participating in this major event in the form of a highly exclusive, original and revolutionary horological concept.

Montres DeWitt has distinguished itself in previous editions by creating two exclusive timepieces that met with great success. In 2005, the Tourbilon Différentiel Academia "Espoir 2005", a one-of-a-kind model featuring a dial enhanced by guilloché-worked bridges and plates adorned with "Côtes de Genève" was one of the top three lots in the auction.





In 2007, DeWitt also caused a sensation with "Incognito 2008", a mysterious and exceptional watch concept created in cooperation with the architect Jean-Michel Wilmotte. Developed to celebrate the fifth anniversary of the watch brand, this project was in fact unveiled only several months after the benefit event. Although invisible at the time of the sale, the timepiece had generated record bidding that earned it second place in the Only Watch 2007 rankings. Later renamed "WX-1", the "Incognito 2008" project was auctioned for the sum of 400,000 Euros, entirely donated to research into Duchenne muscular dystrophy. A noble and daring approach vividly reflecting the philosophy upheld by the artisans of DeWitt.

A LEGACY

FOR TOMORROW





TECHNICAL AND
PRECIOUS FINE
WATCHMAKING
DRAWS ITS
LEGITIMACY FROM
KNOW-HOW AND
INNOVATION.

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DE LA HAUTE

HORLOGERIE,

THROUGH ITS

ACTIVITIES,

FOSTERS AND

BRINGS TO LIFE

VALUES OF

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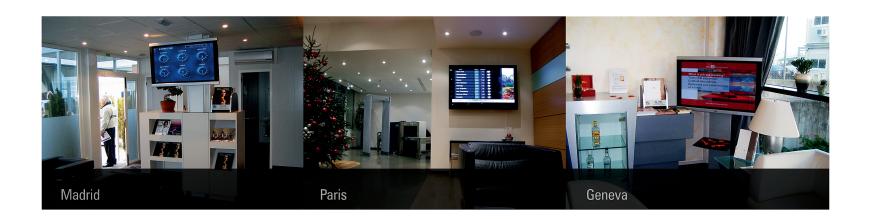


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RICHARD MILLE

A dedicated and unwavering supporter of Only Watch since its creation four years ago, Richard Mille was a noteworthy participant of the first two editions with his unique pieces created in collaboration with Philippe Starck. Although both Mille and Starck desired to continue their friendly collaboration for 2009, time flew by and they were unable to complete their project to present a radically innovative and advanced creation in keeping with the high goals set by the Only Watch concept. Nevertheless, Richard Mille continues to support the goals and aims of this unique event and the tremendous impetus it has generated since 2005.

Mobilized in the combat against Duchennne muscular dystrophy and hooked by the challenge of creating unique timepieces showcasing the most advanced watchmaking concepts, Richard Mille set out, in 2005 and 2007, to create two designs with exceptional characteristics. The extremely bold pieces that were the result of this collaboration with Philippe Starck were rewarded by record auction prices.

Despite this setback, Richard Mille continues to provide unfailing financial support for Only Watch in its challenge to assist research into Duchenne muscular dystrophy. He wishes every success for this third season of Only Watch – and without any doubt its assured success, thanks to the exceptional pieces presented in these pages. This means the challenge will be even greater for future editions.







CALENDAR 2009

MONACO 24 September 2009

Unique watches

Under the High Patronage of H.S.H. Prince Albert II of Monaco, 34 prestigious watchmakers are each making a unique timepiece to be sold at auction in Monaco during the Monaco Yacht Show. All proceeds go to support research into Duchenne Muscular Dystrophy.

NEW YORK 1 October 2009 - Important Pocket Watches, Vintage & Modern Wristwatches

GENÈVE 25 October 2009 - Watchmaking Masterpieces

MILAN 28 November 2009 - Important Collectors' Watches

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